

Electrical Merchandising

The Business Magazine of the Electrical Trade

A McGraw-Hill Publication

APRIL, 1928

VIVID!

COLORFUL!



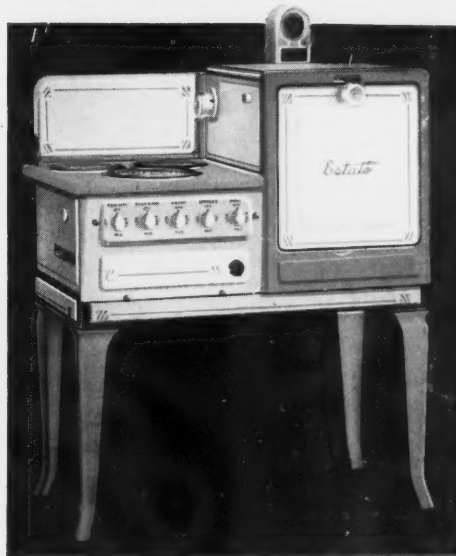
Estate **ELECTRIC RANGES**

(with automatically controlled, balanced oven heat)

✓ **in the spirit of the times**

MERCHANDISING men are quick to "feel" whether or not an article has unusual sales possibilities. This seems to be a sixth sense with them. So, the number of enthusiastic letters which we received in response to our announcement of the new Estate Electric Ranges, in their gay-colored enamels, did not surprise us.

These new Electric Ranges in the popular hues of today*—Jade Green and Mandarin Red—have put a big new sales "kick" into the range business. Everything else in the kitchen—walls, floors, kitchen cabinet, utensils—glows



with color, today. Then why not the most important article of kitchen equipment?

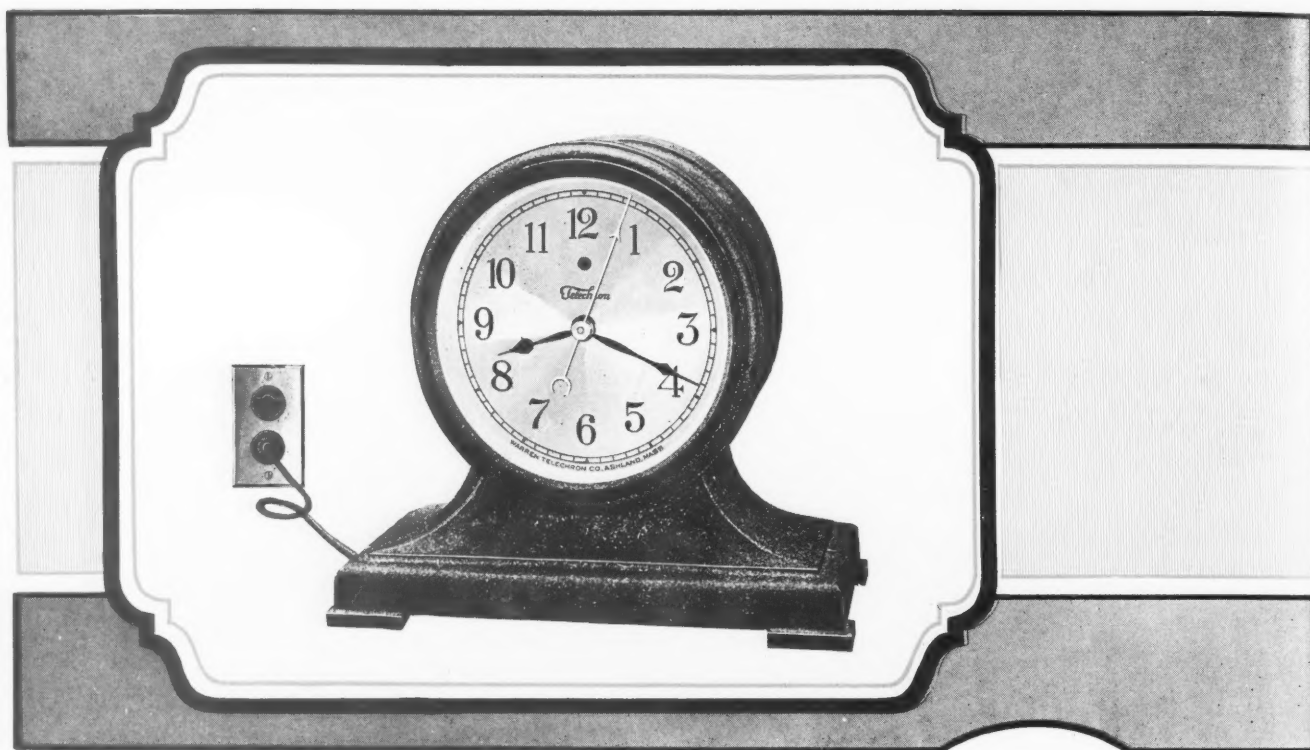
Leading artists collaborated with Estate engineers in the design of these ranges. The result is a perfect balance of color, from the solid masses on cooking top, frame and legs to the delicate tracery of the design on the splashers, door and other white enameled surfaces.

Estate Electric Ranges in the spirit of the times. Write or wire now—we will place the complete details before you at once.

**Of course, Estate Electric Ranges are also furnished in standard finishes.*

THE ESTATE STOVE COMPANY, HAMILTON, OHIO

House Founded in 1845



What time could be better

to sell your customers than Telechron Electric Time? The Telechron receives accurately-timed impulses direct from any regulated A.C. lighting current, and thereby gives correct, Observatory time. *Always* tells the truth!

Many models, for offices and homes. No winding, regulating, cleaning or oiling. Offers dealers a good margin of profit. Practically no servicing required. Every owner becomes an enthusiastic "booster." Electrical dealers and central stations everywhere are making money and good-will through Telechron sales.

Write for full information about the

Telechron
ELECTRIC TIMEKEEPER

Made also in chime and strike models.

WARREN TELECHRON CO., 20 Main St., Ashland, Mass.

In Canada: Canadian General Electric Company, 212 King Street, Toronto, Ontario
Foreign Representative: International General Electric Co., Schenectady

Telechron

TELLS ITS STORY TO MILLIONS IN 1928

Advertisements of page, half-page, and one-third page sizes are appearing regularly in the following leading magazines, throughout 1928:

THE LITERARY DIGEST
ATLANTIC MONTHLY
SCRIBNER'S
GOLDEN BOOK
WORLD'S WORK
REVIEW OF REVIEWS
HARPER'S MAGAZINE

In addition, Telechron Time is being broadcast from many important Radio Stations.

This advertising of Telechron Electric Timekeepers is reaching *your* customers. Are you ready to supply them with Telechrons?

WRITE OR WIRE
FOR FULL
DETAILS

EARL WHITEHORNE,
Editorial Director

FRANK B. RAE, JR.,
Contributing Editor

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Electrical Merchandising

The Business Magazine of the Electrical Trade

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Are We Reprinted?—YES!

EVERY month, *Electrical Merchandising* prints articles which electrical leagues, manufacturers, central stations and individual members of the electrical industry desire to give more specific circulation.

To this end we are always glad to lend or give photographs and cuts for use in house organs or other publications and to reprint from the original type and plates. Permission to use any matter appearing in our pages is freely given provided credit is given.

As a result, the electrical industry makes wide use of *Electrical Merchandising's* articles. The following is a partial list of material reprinted during the last year:

APRIL

It Can Be Done—It Has Been Done—Reprinted in H. L. Doherty New Business Bulletin; also for Durham Public Service Company.

MAY

The Demonstrator Sells the Ironer—Reprinted for the Conlon Corporation, Chicago.

JUNE

Following the Power Lines With Appliances—Reprinted by the Cullman Wheel Company, Chicago.

AUGUST

It is the Home Demonstration that Sells Washers—Reprinted by "Maytag Profit News."

SEPTEMBER

To Sell Ironers—Reprinted by Conlon Corporation, Chicago. *504,000 in Refrigeration in 52 Days*—Reprinted for the Georgia Power Company.

OCTOBER

When Is the Washer Well Sold?—Reprinted for the Syracuse Washing Machine Company. *The Spirit of the Island*—reprinted for the General Electric Company.

NOVEMBER

Two Kinds of Money—Reprinted for National Association of Finance Companies.

DECEMBER

Have We Forgotten How to Sell in a Store?—Used in the "Earlybird," Ironite Ironer Company organ.

JANUARY, 1928

When the Customer Asks, What Will It Cost to Use—Reprinted for Associated Gas and Elect. Systems, Johnstown, Pa.; also for Westinghouse Lamp Co. *What the Housewife Thinks of the Front-Door Salesman*—Reprinted in "Maytag Profit News." *Spotlight the Outlet*—Plates to Julius Andrae & Sons, Milwaukee and to Milwaukee Elec. League; also reprinted for H. B. Crouse of Crouse-Hinds Company, and for the Kansas City Elec. League.

Sell Fresh Air—Reprinted for Ilg Elect. Ventilating Company, Chicago. *How High Can the Power Companies Lift Themselves?*—Reprinted for Steinmetz Electric Furnace Company, Philadelphia.

FEBRUARY

Bread and Butter Lines—Used in house organ of the Automatic Electric Washer Company. *Paris Portrays Lighting of the Future*—Cuts sent to Ceramic Industry, Chicago.

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OUT IN FRONT

Tripled This Agent's Sales

A sales increase of 300 % in February, 1928, over the same period last year — that's the record of William H. Gieseler, of Brooklyn, N. Y.

Thousands of other Agents are doing what Mr. Gieseler has done. They are putting to work the proven sales plan "OUT IN FRONT"—and are ringing the cash register more often.

MR. GIESELER says:

"I consider the Edison Merchandiser the greatest aid to lamp selling that has ever been offered. Supported by attractive window and interior store display, it impels every customer to buy, and keeps me busy ringing up sales of Edison MAZDA* Lamps. In addition, it has had a decidedly bene-

ficial effect on the sale of my other merchandise. 'OUT IN FRONT' has certainly been the stepping stone to bigger business for me."

"OUT IN FRONT" will put you Up On Top, too. Ask your jobber's salesman for full particulars of this money-making sales activity.

*MAZDA—the mark of a research service

EDISON MAZDA LAMPS

GENERAL  ELECTRIC

Some "How-To" in this Issue

ALL indications are that the electrical appliance business is going to have a good spring. Reports from the Vacuum Cleaner Manufacturers' Association indicate vacuum cleaner sales for the first quarter of this year will be larger than any other first quarter on record. On washing machines the indication is equally favorable, as the figures on sales for the first two months of 1928 received from the American Washing Machine Manufacturers' Association indicate sales larger than the same period for the past four years.

March sales were not available as we go to press, but E. B. Seitz, Secretary of the Association estimates that March sales will be substantially larger than either of the first two months, indicating that business is good and momentum is gathering. While we haven't official reports on other major appliances, reports from the field on refrigerators, ranges and ironing machines are optimistic. Our news columns this month report several plans from utilities on the Pacific Coast, giving large 1928 quotas for range sales. Reports from many authorities on general business conditions indicate a steady improvement.

This we can be sure of, that the dealer who will make his plans and carry them out energetically is going to benefit substantially in volume and profit.

Every issue of *Electrical Merchandising* brings together the experience, the "how to," of a diversity of successful electrical men. In this issue there is an unusual amount of this experience material of great practical value.

FOR instance, the article on page 80 on the experience of one electrical dealer in selling ventilating fans. The ventilating fan is an item which has been somewhat neglected by the electrical trade and certainly has never been exploited as much as its very real

utility justifies. This dealer has cashed in on the opportunity to the tune of \$28,000 gross in a year.

THE dealer looks around the store and wonders if he can't rearrange to make it more attractive, more sales compelling, as he prepares for Spring business. On page 82 begins an article on how to fix up the store for Summer business. It is full of very practical suggestions on arrangement that the dealer can apply with a minimum of investment.

RADIO is merchandise that has been profitable with some dealers and not so good with others. Seasonal business, rapid changes in design and other radio factors have been a drag on dealers' profits. But perhaps the management of this new department has not been such as to produce a profit. On page 86 is the account of a dealer who lost money in radio and by improved management methods is making it back with interest.

Testing Toasters



Making tests at the Electrical Testing Laboratories for Electrical Merchandising's report on sub-standard appliances appearing on pages 76 to 80 of this issue.

The toaster shown is of standard make and was used to get a basis of comparison.

HOW a dealer has built an organization selling oil heating equipment and sold half of all the oil burners installed in his town; how a large housefurnishing store on the Pacific Coast handles its electrical department; how a contractor dealer has handled the problem of competition; how a utility moved its stock of old model electric refrigerators; how a dealer in Kansas is building a profitable addition to his business in selling hearing equipment for the deaf—all of these items are full of the soundness that comes from experience.

And the editors especially commend the article beginning on page 98 on selling by telephone.

Allan Streeter, who wrote this article, is a salesman and from his experience he gives in detail the method by which he plants sales in profitable number over the wire.

He Pawned

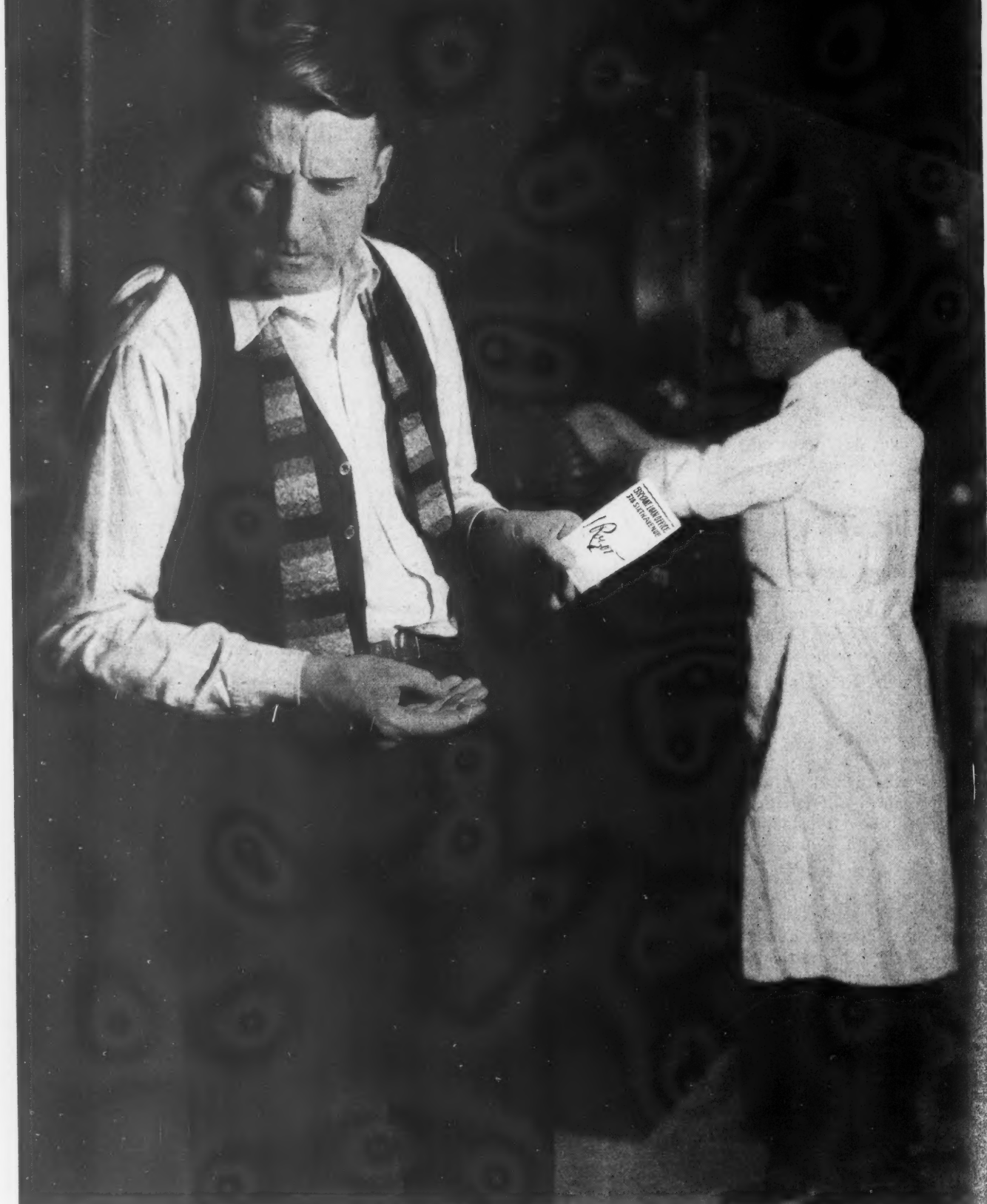


Photo by Lazarnick

His RAZOR

To BUY A SHAVE

AS Elbert Hubbard told me the story, this chap came up from the field-stone country and applied for a job at Larkin's, where Hubbard was then bossing the mail-order help. He was shaved as close as a china plate, and so saturated with that fragrant sheep-dip dispensed by Buffalo's Elk Street barbers that, said Hubbard, he seemed visibly surrounded by an odoriferous aura.

"When a feller applies for a job he's gotta look his best," the lad confided. "I spent my last quarter for this shave."

"Indeed?"

"Yeah, I hocked my razor and bought this here shave. But it's worth it for a fella to look his best."

"It is," agreed the future writer of *A Message to Garcia*, "it is—provided your whiskers don't grow out again."

The moral of this story has nothing directly to do with whiskers—but wait. It is too early for the moral. We have some facts and figures to consider first, and then, perhaps, the moral will be so obvious we can leave it out.

ELECTRICAL MERCHANDISING has said before—and proposes to keep on saying until it penetrates certain durable domes in this industry—that perhaps our greatest trade need is for the central stations of the country to manfully and intelligently advertise the product which they have for sale, namely, electric service. When we say they should advertise electric service, we mean just that—*Advertise Electric Service*. We do not mean that they should advertise appliances or securities; we do not mean that they should publish apologetic or boastful "good will" advertising; we do not mean that they should stifle the yelps of hungry or threatening publishers with advertising "sops." What we mean is that the central stations should tell the world something about the marvelous stuff they have for sale.

We say that this is a *trade* need. It is. Our trade today is stagnant, not because of any internal competition or condition, but because of the so-called "new competition for the consumer's dollar." We are up against the toughest and keenest competition the world has ever known. Just what this competition consists of was explained by William Nelson Taft before the recent Better Merchandising Conference in Detroit:

Utilities—with equal wisdom—give away in unnecessary rate reductions, the money needed for the promotion of Electrical Service.

By FRANK B. RAE, JR.

"The first and biggest job to be tackled is that of selling the public on the desirability of the goods you handle as compared with other expenditures which are clamoring for their attention."

The central stations have not done this; are not doing it with respect to electric service. And until they do do it, until they "sell the public on the desirability of

their goods," our market for electric appliances, wiring and all the hickydoos and gadgets that go to make up our stocks of electrical merchandise, is going to be a market which if not sick is at least full of aches and pains.

The necessity of the job and the obviousness of the course to take is so plain and inescapable, that anyone conversant with business processes immediately and amazedly asks, "Why the hell this silence?"

WELL, there are two main reasons that I can decipher in the present murk. One is that, never having had to sell their product in competition, the central stations don't know how to go about it.

The other reason is that, never having had to spend any real money for advertising, the thought of doing so now is just plain preposterous.

It is up to the electrical merchants of America to band together and overcome both of these obstructions to the industry's prosperity, and to josh, persuade and induce the central stations to snap out of it and show us some advertising action.

We have, as an industry, already wasted too much time in tiny internal bickerings. What the trade needs now is for the central stations to lead the fight against the "new competition"—to go out boldly and sell the public broadly on the desirability of electric service—to widen and deepen the appliance market, break down the sales resistance—in short, tell the world what electric service means. When the public has been sold or a real appreciation of electric service, the electrical merchandiser will not have to worry about selling his appliances. They'll practically sell themselves.

OF COURSE, this is going to take money—central station money.

Well, unless all the balance sheets we have seen are wrong, the central stations have plenty of money.

Only five months ago, for instance, one eastern metropolitan central station had so much money that

it voluntarily gave a rate reduction which took a million dollars a year out of its income.

Get that.

A million dollars a year right out of the till.

Now just suppose this central station had neglected to reduce its rates, and had applied that million a year to the single purpose of advertising electric service to its public!

Well, I leave it to you. A million a year is \$3,333.33 every working day. You can do quite a bit of advertising with that.

This is not an isolated instance: Chicago, Cleveland and many more cities, large and small, have all put rate reductions into effect within the past few weeks or months. If the revenue thus voluntarily sacrificed were applied to advertising, the effect would be so tremendous in these communities as to utterly revolutionize the entire industry.

Lest you think a million a year is too much for Brooklyn to spend, let me cite to you the advertising expenditures of other businesses that are successfully competing for the consumer's dollar. And incidentally, let me show you how advertising can be made to change a nation's whole view regarding a commodity.

Let us take cigarettes, for instance.

According to report, the advertising appropriations of the three largest manufacturers of cigarettes total \$54,000,000 a year.

Now, when I was a kid, cigarette smoking was almost a crime. Tough kids smoked 'em, and we softies imitated them—out behind the barn. The whole business had about the same moral status as the opium industry.

Today—thanks to advertising—cigarettes are respectable. They are smoked by the social, business and professional leadership of the country, by judges and by ministers of the Gospel. Don't ask me how it happened. Study the newspaper files, the files of magazines. The cigarette advertisements you will find therein will tell you how and why the consumption of cigarettes is now approximately 775 per year for every man, woman, child and infant in the whole United States of America. It costs three manufacturers \$54,000,000 a year in advertising, but look what they get for their money.

A GAIN, when I was a kid, Saturday afternoons and evenings were given over to the weekly bath. Our tub was a round wooden affair set out on the floor of what, at our farm, was called the "summer kitchen." In this crude tub, once a week, we got the hides scrubbed off us with yellow soap and a stiff brush.

Advertising—crafty, persuasive, convincing advertising—nothing else—has so changed conditions within three decades that we now bathe daily in a porcelain dish and think nothing of it when we are advised to substitute brass pipe for iron in our plumbing system at an extra cost that more than equals the total cost of our electric wiring. The manufacturers of plumbing, tubs, pipe, etc., spend annually \$4,000,000 a year and are getting it back. Don't think they aren't.

I could go on and on, telling you of the uncounted millions spent to advertise silk stockings, silverware, investments, ginger ale, breakfast food, medicaments of oral hygiene, automobiles, toiletries, what-have-you and whadaya-want.

Twenty-five years ago there was but one pair of silk stockings per year for each 246 women: today the sale of silk stockings in this country is about five pairs per annum for each female, including infant girl babies.

How come?

Advertising—and the inevitable consequences of advertising.

A DVERTISING works for everybody but us. Until advertising works for us, we are going to have very slim pickings in the electrical merchandising business.

And when we say advertising, we mean he-man, straight-line, big-money advertising of electric service. Hold fast to that objective—ADVERTISING ELECTRIC SERVICE. The appliance manufacturers and appliance dealers will take care of appliance advertising. The thing we, as an industry, want the central stations to do is to advertise the product they have for sale—ELECTRIC SERVICE.

To this end, the central stations through their organization should spend nationally not less than five million dollars a year. And the utilities of this country should spend not less than \$50,000,000 a year locally.

TO ADVERTISE ELECTRIC SERVICE!

N OW, where is the money to come from?

I've already touched on that, but let's whang it again. It should be money which, in the past, has been sacrificed in voluntary and needless rate reductions. Cease rate reductions and there will be ample money with which to advertise so effectively that every man, woman and toddling child in America will "walk a mile for a kilowatt."

Rates are low enough. This of course is a generality, for in some localities the rates are undoubtedly too high just as in some favored localities they are ridiculously low. Special rates should be made to promote the use of such quantity kw.hr. consumers as ranges, water heaters and refrigerators, which is simply the ordinary business practice of price based on quantity of service used. The rate reductions we are discussing are the reductions on the lighting rate. As a proposition, these rates are low enough and are in no way restricting or limiting the use of juice. The average sum paid by residence customers today for electricity is *only about 25 per cent less than is spent by every family in America for cigarettes*. Let the rate-baiters chew on that one.

E LECTRICAL MERCHANDISING calls upon the electrical merchants of the country to join in a campaign of persuasion to induce the central stations to ADVERTISE ELECTRIC SERVICE.

Heretofore the excuse has been that the central stations have not had the money to devote to this purpose. But consistently, year after year, they have reduced rates. Of course, they haven't the money when they give it away. We must persuade them not to give away their money, but to spend it boldly but wisely in up-building popular understanding and acceptance of their service just as they have boldly and wisely upbuilt the physical equipment which renders that service.

And when they hesitate, tell them the story of the young man who pawned his razor to buy a shave. The central stations have been doing just that. They have been sopping the politicians and the public with rate reductions which consumed the money that should have been spent to win permanent public appreciation and hunger for their service. They have pawned their razor to buy a shave.

And if they still hesitate, remind them of Elbert Hubbard's remark—"It would be a good plan provided their whiskers didn't grow out again."

Electrical INDUSTRY *ties into* HOME Remodeling



W. H. HODGE

Vice-President and Manager, Sales and Advertising, Byllesby Engineering and Management Corporation, represented the electrical industry on the preliminary committee which called the conference, organizing the National Home Building Council. Mr. Hodge and R. Bourke Corcoran of the Electrical Association of Chicago were elected to the Board of Governors.

LAUNCHED by representatives of some thirty-one of the most important interests in and allied with the building industry, a national co-operative movement to provide clearing house functions to promote the rehabilitation of the twenty-odd million existing homes in America and to create an enlarged and stabilized market for the building industry, got under way at a meeting in Chicago, March 2.

More different industrial concerns and associations were substantially represented at this meeting than at any other single gathering in the history of the American building industry.

These industrial leaders unequivocally endorsed the proposal to set up a clearing house for the building industry and allied interests, tentatively named the National Home-Building Council, to promote their mutual welfare.

Action by the various boards of directors and executive committees in response to these recommendations of their delegations is expected within about forty days. Thereupon, a final organization meeting will be held, following which a nation-wide campaign of building-promotion will be set in operation. Meanwhile a board of governors was elected, subject to ratification by the following groups that were represented in the conference:

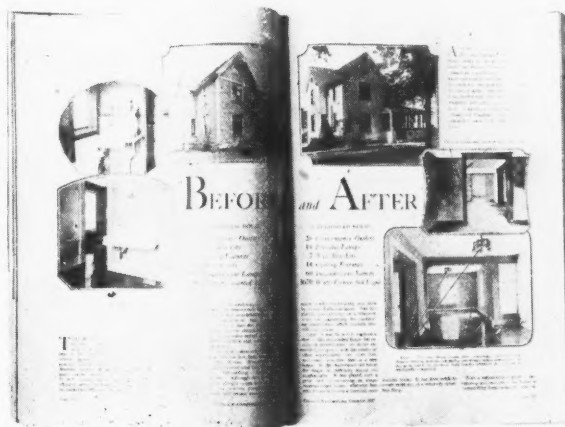
Electrical Industry Sales Conference and public utilities, Electrical Association Society for Electrical Development, lumber, metal lath, sash and door, wood shingles, wallboard and insulants, paints, gypsum, warm air heating, asphalt, retail lumber dealers, cement, building trades employers, building and loan associations, realtors, gas industries, oak flooring, pipe and supplies common brick, face brick, National Association of

Plumbing Contractors, National Association of Heating Contractors, plumbing and heating.

W. H. Hodge, Vice-President and Manager, Sales and Advertising Department, Byllesby Engineering & Management Corporation, represents the Electrical Industry Sales Conference and Public Utilities on this board of governors; and R. Bourke Corcoran, Manager, The Electric Association of Chicago represents electrical associations and the Society for Electrical Development.

THIS co-operative enterprise has reached its present stage after more than a year of preliminary investigation, testing of its economic principles in the field, and informal discussion. As a result of these activities a preliminary committee was organized last November. Its chairman was Walter J. Kohler, president of Kohler Company. W. H. Hodge represented the electrical industry. This organization committee will continue in enlarged form as the temporary Executive Committee of the co-operative group.

It was this committee which, after a series of preparatory conferences, issued the invitation for the action meeting in Chicago, March 2. Concurrent with the invitation, it published a report covering "the need for a co-operative agency of the building industries, the scope of its activities, and its organization." This report announced the purpose of the movement as being "to maintain and develop volume and profits within the industry."

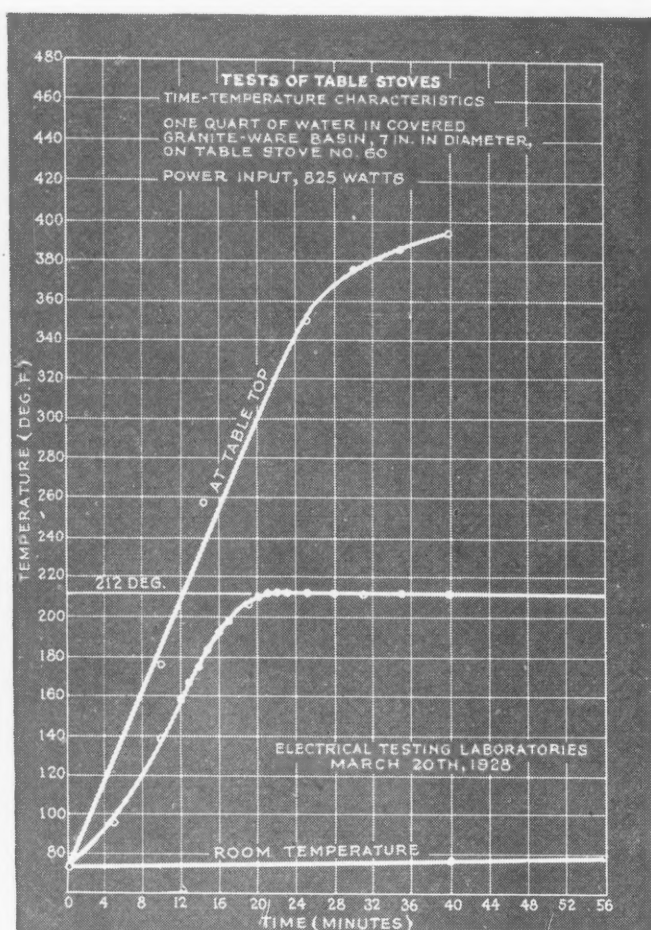


WHAT HOME REMODELING MEANS ELECTRICALLY

As described in the November, 1927, issue of Electrical Merchandising, remodelling one home in Dixon, Illinois, increased the number of outlets from 9 to 45.

Fifty Cent Table Stove

Bought for fifty cents. Tag showed original price as seventy-five cents. Rating stamped on bottom appears as "110 volts—watts," no figure for watts appearing (violation National Electrical Code). Power input was 825 watts (portable heaters equipped with Edison base plugs and exceeding 660 watts rating are not approved by Underwriters' Laboratories).

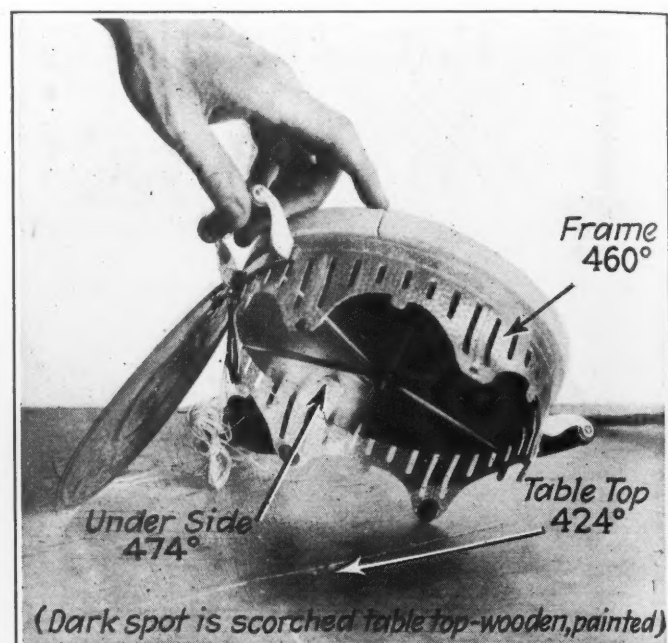


Stove is circular, 7 inches diameter, 3 inches high. Frame of stamped aluminum. Element is of No. 21 AWG wire coiled and held in slots of molded refractory material. Type H cord and heater plug supplied.

Performance (chart above)—Tested with one quart of water in a covered graniteware basin 7 inches diameter. Water boiled in twenty minutes, as shown on illustration. Surface temperatures very high. Thermometer on table under stove 395 degrees Fahrenheit. Burned out on life test at 143 hours.

Temperature shown on photographs is in degrees (°) Fahrenheit. Taken by thermocouples on metal parts. Table top temperature by thermometer and thermocouple.

This is the first of a series. A second article dealing with room heaters will be published next month.



WHO

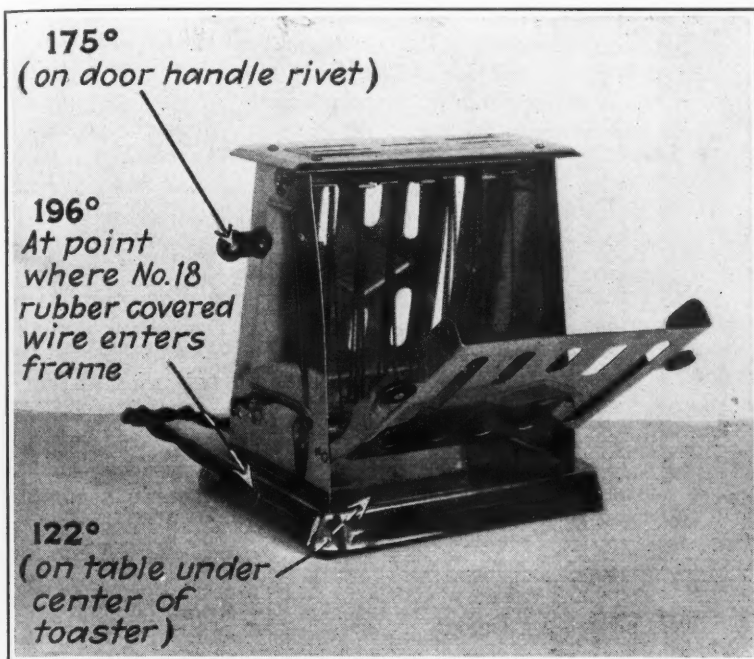
*The lure of the low price
resentment over poor quality*

By L. E.

HAVE electrical appliance prices gone crazy? That interesting individual, the average buyer, would think so. His newspaper carries one advertisement offering a bowl heater for fifty cents and another advertising a bowl heater at \$5.75. Both are the same size. Both pictures look alike. He goes into a store to find on one table electric stoves at seventy-five cents and on another stoves of the same size and general design at \$3.75. On the same counter electric toasters are seventy-nine cents and \$5.75. Both will toast two slices of bread, are the same shape and size. The finish is different to be sure. What other differences are there? He doesn't know. Neither does the store buyer who put them on sale.

It is astonishing that from several sources we are told that the "store buyer believes that the electrical heating appliances made by the higher class standard manufacturers are in efficiency little better than the cheap cut-rate merchandise. The difference in quality lies in the class of workmanship, finish and general appearance, which many consumers are willing to forego when the price is so much less, providing the efficiency is almost equal." Some electrical men share this belief.

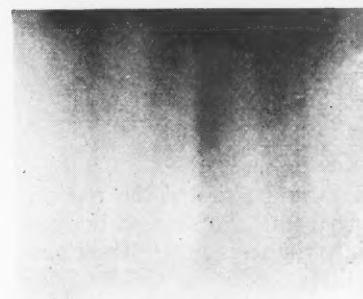
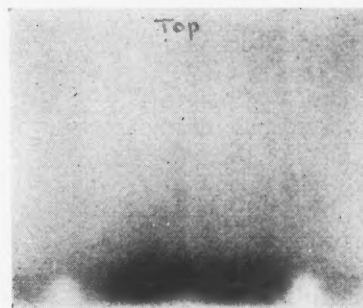
Another correspondent tells us that "goods of this



This Dollar Toaster

develops high surface temperatures (the user needs an asbestos thumb to open the doors); is provided with type C rubber covered cord (a violation of the code); carries no manufacturer's name (violation of the code) and heat is badly distributed (shown on middle scorch test below). Slow toasting as compared with the standard toaster. Element of flat ribbon coiled and carried back and forth between two pieces of $\frac{1}{8}$ inch sheet asbestos. Frame nickel plated polished outside. Input on five samples varied from 528 to 638 watts. Hours burning not determined. Other cheap upright toasters tested had lives of 58 to 74 hours.

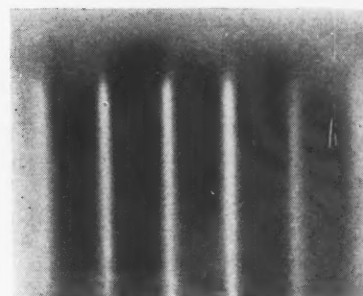
Scorch Tests for Heat Distribution



Uneven heating by two cheap toasters (above)

Both show the heat to be much greater at one edge of slice.

Even heat distribution of standard make toaster (below)



This scorch test was made on the toaster of nationally known make used in these tests as a basis of comparison.

PROFITS?

may catch a customer once. But the remains long after the price is forgotten.

Moffatt

sort are bought on price and looks and if the store has any trouble with the merchandise the manufacturer is crossed off the list."

NOW electrical appliances are not in the same category with coffee pots and stew pans. They cannot safely be bought on price and looks alone.

Well, why not? What has anybody known definitely about these cheap sub-standard devices? Are they dangerous? Are they in violation of the code? Or, as it is contended, are they efficient and safe even if crudely made? Nobody had the facts.

Electrical Merchandising has undertaken to find out.

Representatives of this magazine have bought cheap heating appliances in reputable stores in a number of cities in the East and Middle West. We avoided the ten-cent store. We bought chiefly those appliances which approximate in general appearance and size the popular types of high-class appliances. Several samples of each were bought so that in our test we might obtain an average performance.

This merchandise was sent to the Electrical Testing Laboratories. There an analysis has been made to determine conformance or violation of the code, mechanical construction and tests for length of life, power input, efficiency in performance and surface temperatures. Heating appliances of standard high-grade make were tested at the same time to establish a basis of comparison.

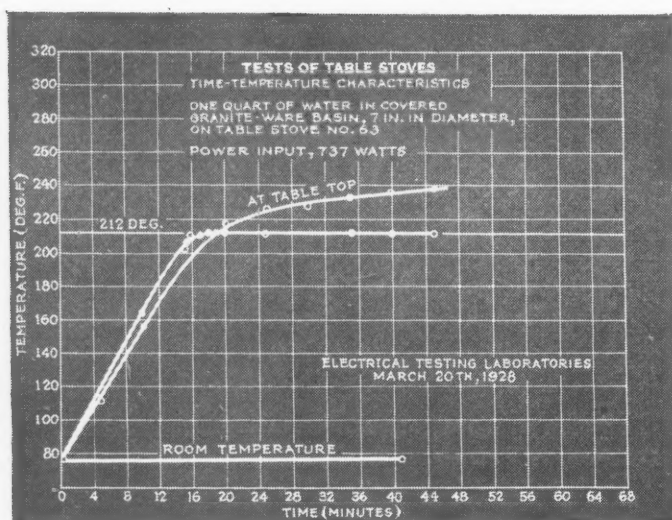


Table Stove

(Number 63 and 62—Photo and graphs at left and below)

Six samples of this type and make bought at prices ranging from fifty cents to \$1.19. Stove is $8\frac{1}{2}$ inches square and stands 5 inches high. Legs and frame of sheet iron with coat of sprayed-on black paint on two samples and aluminum paint on others. Feet of rough metal. Element is No. 23 AWG wire coiled and threaded into groove in a disk of molded refractory material. Terminals are two iron machine screws extending vertically through disk. Cord ends held underneath by single washer and nut. Terminal exposed without protection underneath.

Each stove has a Type C cord (violation of Nat'l Elec. Code). Input varied from 506 watts to 737 watts on different samples. Time required to heat water and temperature at table top varied with input. Graph at top shows water heated in sixteen minutes on 737-watt stove and graph below shows thirty

minutes on sample with input of 506 watts (all samples were marked 660 watts—110 volts). Wire of element seems of good quality and burning life not determined.

(Continued from preceding page.)

HERE are the first results of the test. The Electrical Testing Laboratories caution us that in reading these it should be borne in mind that the work they have done is of a pioneering nature and the first approach to this subject. The material published on these pages, however, is perfectly definite and clear. We have reproduced the charts, indicated the surface temperatures on the illustrations and digested the reports so that the reader may study them. To sum up the general results briefly:

Certainly the tests refute the claim that the difference between these appliances and appliances of higher priced "standard" make is one of finish only.

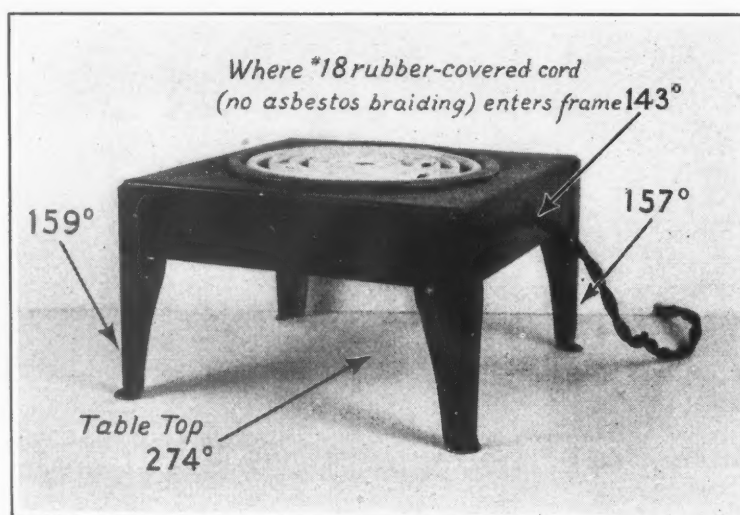
Only one device, a table stove shown as No. 59, can be regarded as satisfactory in performance and conformity to safety requirements. All the others tested are in one or more respects in open violation of the Code.

The most common violation is in the type of cord. The Code requires a type H asbestos braided cord on heating devices of 50 watts and over. Most of these appliances carry a type C rubber-covered cord. With but one exception the cord is attached directly to the device and as most of the devices develop very high surface temperatures, it is to be expected that the insulation will rapidly break down.

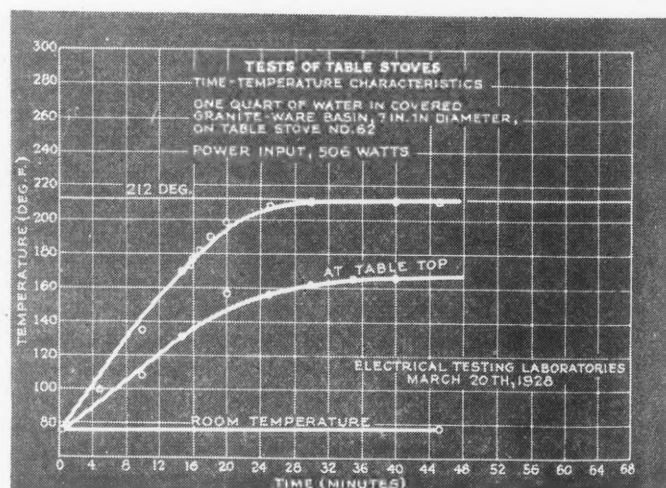
They are not uniform in the current consumed. A considerable variation in watts input was found between different samples of the same type and make of appliance. For instance five samples of the same make of table stove, labeled at 660 watts, show actual consumption varying from 506 to 737 watts.

Hours of life show a similar variation. Some of the heating elements are evidently made of high-grade resistance wire with an almost indefinite life. Others burned out in 58 hours, 74 hours, 143 hours.

Performance also varies as the charts indicate. One

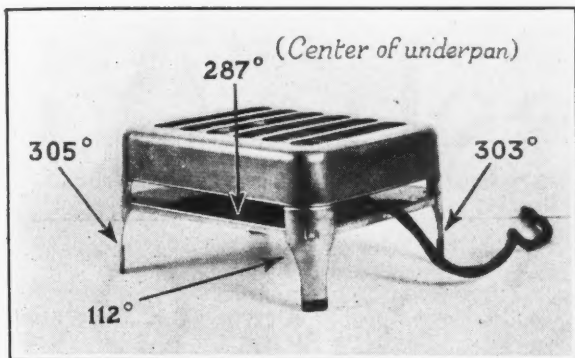


The numbers shown on graphs are for our own identification and are not the manufacturer's catalog numbers.



small stove would not boil the test quart of water. Another with an input of 825 watts heated the quart of water to boiling point in twenty minutes but developed such heat underneath as to scorch the table top at the same time.

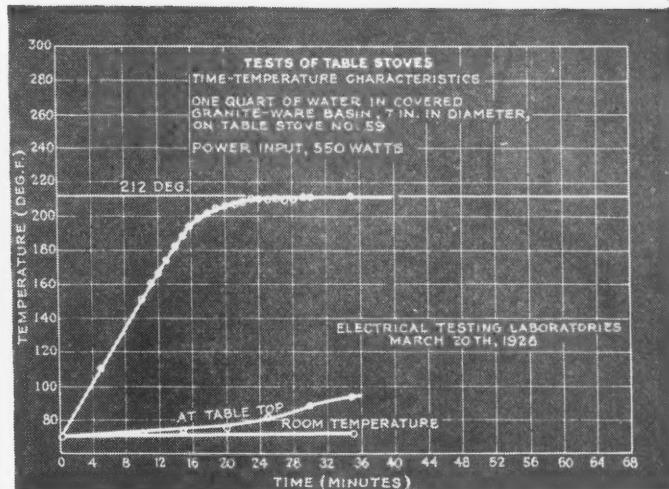
Surface temperatures run very high. Most of them, if used at table, would scorch table linen or table top. The toasters have the heating wire poorly distributed so that bread is unevenly toasted, one edge being scorched by the time the rest of the piece is browned. The doors which



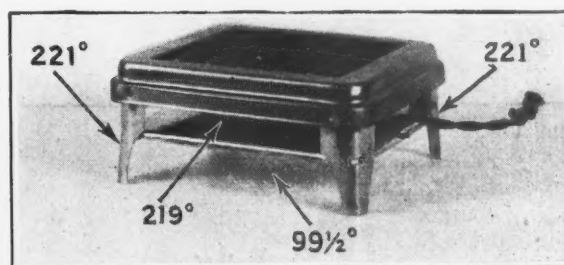
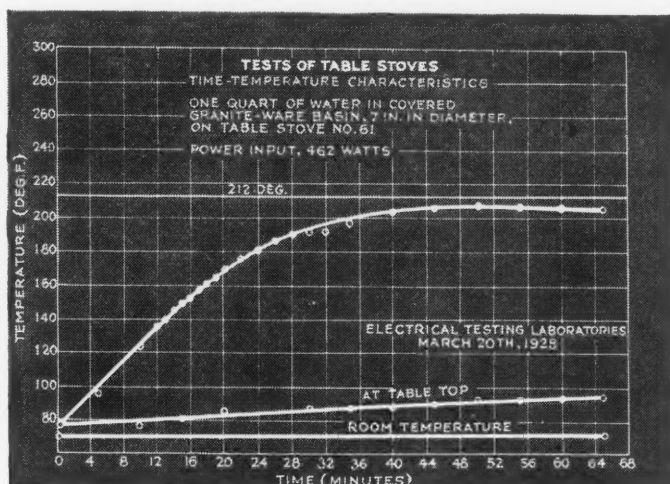
A Fairly Good Cheap Stove

(Number 59—Photo above and graph at right)

Four samples of this little stove (above) were bought at 79 cents each. Size is 6½ inches by 3½ inches high. Made of tin-plated sheet iron. Metal edges are left raw and some are quite rough. Rating is marked at 500 watts—110 volts. Three samples showed input of 525-527 and 550 watts. Two samples were placed on life test and at the end of 1,000 hours burning were removed still operative. The third was open-circuited near the center of the



element, while burning, the immediate cause being a sharp jerk on the cord. Equipped with type H cord. Heat at table top 112 degrees Fahrenheit. Boiled quart of water in 24 minutes.



Small Table Stove

(Number 61—Photo above and graph at left)

Three samples were bought at fifty-nine cents. Stove is 5½ inches by 6½ inches by 2½ inches high. Made of tin-plated sheet iron. Raw edges very rough and jagged. Input was 462 watts. As shown on graph (to left) quart of water had not boiled in 65 minutes. Elements burned out in 97, 184 and 196 hours respectively. There are four separate and distinct violations of the National Electrical Code on the cord and plug.

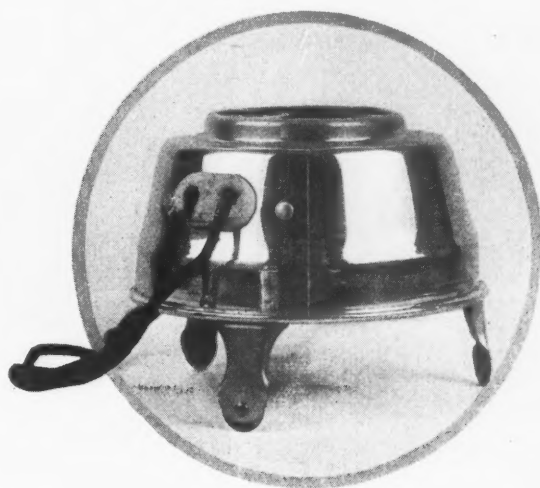
have to be opened to remove toast are provided with riveted buttons which get too hot to be handled.

The most that can be said for the appliances tested is that some of them will give a fair amount of service for the price. On the other hand many of them are worthless and even dangerous. Practically all violate the reasonable requirements of the National Electrical Code.

CLEARLY, therefore, all is not well with these sub-standard appliances. They are cheaper—yes—but at the same time the cord is dangerous. Or, they burn your fingers or scorch the table or they have a short life or fail to work.

Who then profits by the sale of this merchandise? Not the customer if all this is true. Not the merchant. He is not only injuring his market for good appliances at a decent profit but he hazards his most valuable asset—good will. And remember, these appliances were all bought in stores of high standing. And, when one of these products finds its ultimate place in the ash can, some of the store's reputation goes with it. For, when a customer has scorched a table top, will she remember that she only paid seventy-five cents for the stove? No.

To paraphrase a well-known slogan: The resentment over poor quality will remain long after the price is forgotten.



Percolator Base

Above is the electrical part of an aluminum coffee percolator bought at \$1.98. Photo shows it as delivered to the purchaser. No. 18 rubber covered cord has the braiding frayed and the copper exposed at point entering frame. 374 watts input. One sample burned out in 104 hours and the other at 245 hours.

Selling Fresh Air

to Our

LAST year the A. L. Fink Electric Company sold, at retail value, over \$28,000 worth of domestic ventilating fans. This item constituted 15 per cent of a total merchandising and contracting business which reached a total of \$190,000. Of all our activities, I consider that of pioneering the idea of fresh air for family consumption one of the most fascinating.

Fresh air is just as necessary to hygienic well-being as fresh food. Every intelligent person, regardless of occupation or mode of living, is a first-class prospect. The field is boundless and has not as yet been scratched.

The device itself lists at a high enough figure to make promotional selling methods practical; at the same time its retail price is low enough to insure an adequate ratio of possible buyers to calls—in my case five sales to every thirty real discussions of the subject. Servicing expense is a negligible factor.

The trial demonstration plan is extremely practical because depreciation while in use is very slight. The modern ventilating fan is quickly installed. This means, of course, that there is more than the customary fighting chance to make a net profit.

So much for the merchandising attractiveness of the ventilating fan. I have touched on this phase of the subject, before attempting to tell how I sold 365 of these money-makers the first year I pushed them and 406, at \$56 apiece, for 1927, so that they may know the reasons back of my enthusiasm for this appliance.

Working an average force of three outside salesmen up and down the residential streets of Cincinnati day after day I have sold fans and will continue to sell them this year. Salesmen are now averaging between \$35 and \$45 a week each. The methods of the major appliance specialty dealer were applied to ventilating fans, that's all.



Fink has installed a fan demonstration panel in the center of his store.



Sounds simple, doesn't it? Bear in mind, however, that one must know what those methods are and that there are certain preliminary steps which must be taken if you would hope to achieve volume sales. The next nine paragraphs will illustrate what I mean.

I am, by deliberate intention, a "neighborhood" contractor-dealer. For 17 years I have maintained a store and contracting business at the junction of Madison Road with Woodburn Avenue, Cincinnati, Ohio.

Adds \$28,000

Volume

It has always been my business creed that the way for the independent dealer to succeed is to establish himself as close as possible to his prospective customers and then to build, slowly but surely, a permanent clientele of customers who will be his friends and boosters as well. Obviously, the way to do this is through personal, conscientious service. The result of this policy in my case is that I have now a prospect list of nearly 3,000 persons whom it has been the privilege and pleasure of the A. L. Fink Electric Company, to serve.

Without a substantial clientele any merchant, naturally, will find the going just that much harder. With it he can tackle with the utmost confidence, the promotion of any meritorious electrical device, which requires pioneering effort in order to make it sell, and rest assured that his labors, if sincere, continuous and aggressive, will be crowned with success. My personal slogan always has

Continued on page 104



By A. L. FINK

A. L. Fink Electric Company, Cincinnati, Ohio

What Fink Found when he started selling fresh air

VOLUME—*Over \$28,000 for 1927 with crew of three men.*

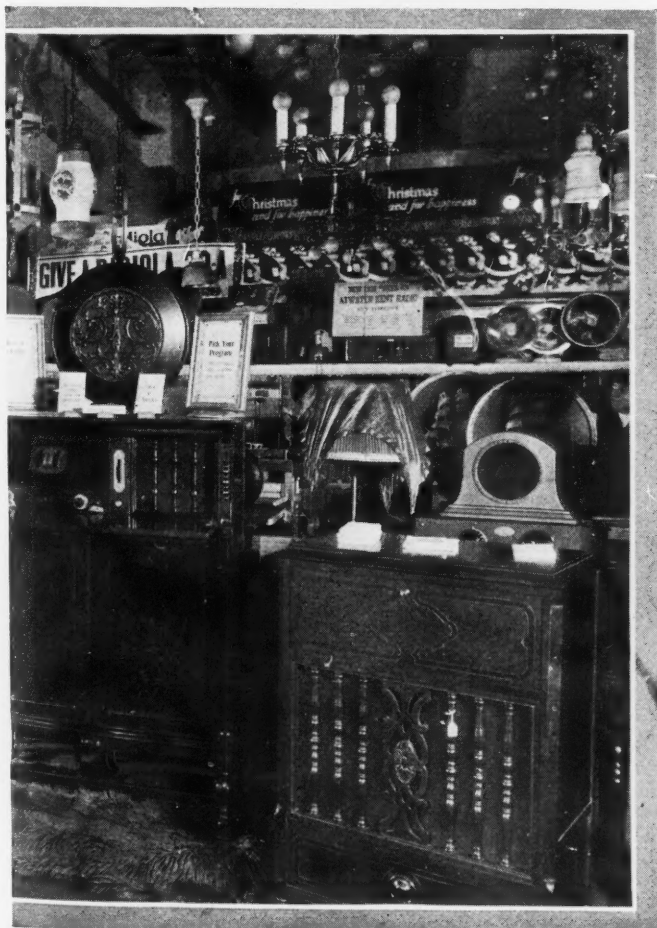
MARKET—*Every family whose income exceeds \$2,400 a year and many business offices. "The cream is yet to be skimmed—and cream is sweeter than skim milk."*

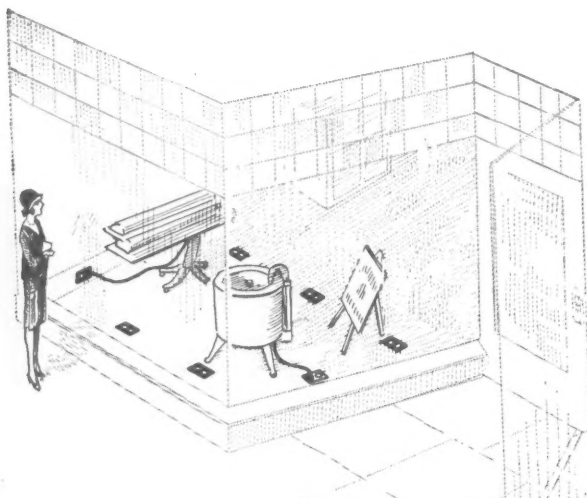
TURNOVER—*Eight times a year.*

SALES SET-UP—*Calls for outside promotional selling. Must expect to have to hire, train and direct resale men. Not a floor item.*

SEASON—*A year 'round proposition.*

SERVICING—*Practically none.*





The Window

Window lighting with approved spot lights and color screens. The windows of every electrical store should be equipped with numerous electric outlets. These will permit easy manipulation of moving displays and will provide additional illumination on special occasions.



STORE arrangement in the past few years has undergone a great many decided changes. The outstanding weakness of past efforts in store and stock arrangement has been primarily due to the fact that the individual dealer has often undertaken the work without proper consideration of its functions. The primary effort of every storekeeper is to attract greater sales, which in the last analysis is the goal toward which every store arrangement expert is striving.

Beginning first at the store entrance we will proceed by degrees to the back of the store, explaining as we go along a few of the cardinal points to be considered in the general arrangement of the shop.

There is obviously no object in having an attractive interior if the outside of the store is not inviting. Everything possible should be done through the medium of window displays to attract the passer-by and interest him sufficiently to bring him into the store. Various tests carried out by store arrangement experts have proved that a show window cut off at right angles to form an entrance is not encouraging. Far more attractive is the entrance in which the windows are so arranged as to form a funnel toward the door. Such windows, at the same time, provide the most efficient method of adequately displaying electrical merchandise.

Window lighting is of paramount importance. A well-lighted window equipped with the most approved spot lights and correctly distributed color screens, is of great assistance in giving merchandise the proper display. In this connection it would be well

How to Prepare

Do You Know That—

8 out of 10 people turn to the right upon entering a store?

Do You Know That—

most people follow the clerk when he is going for their change?

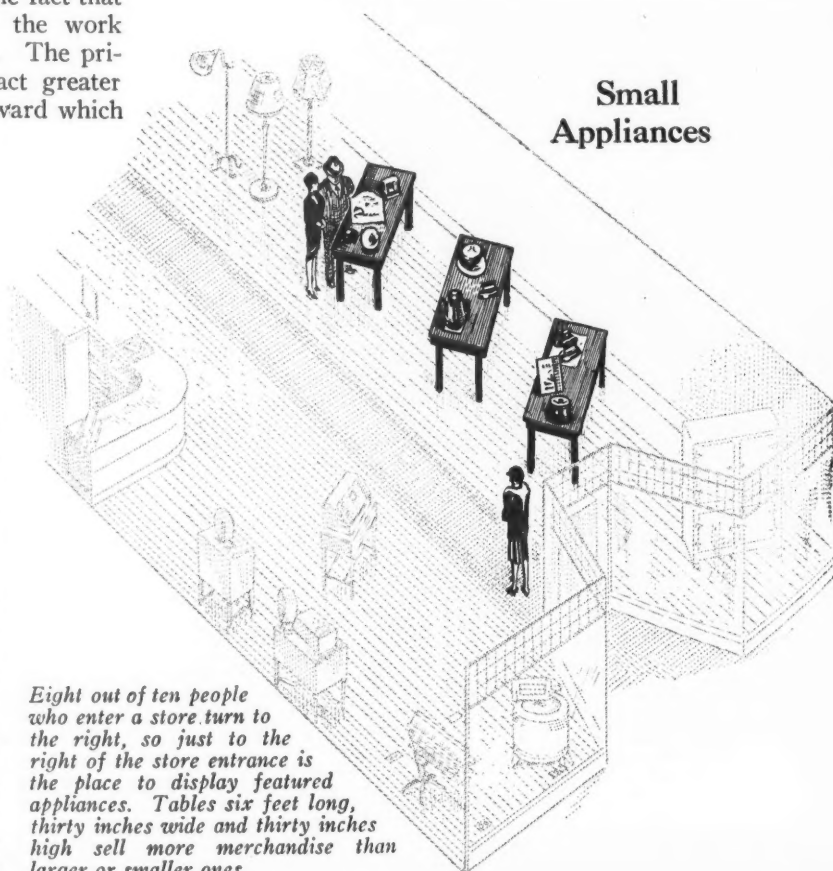
Do You Know That—

tables 6 feet long, 30 inches wide and 30 inches high sell more appliances than others?

to see that the windows are equipped with numerous electric outlets. This permits easy manipulation of moving displays or additional illumination. When showing small boudoir or table lamps, the finest results are secured if they are continually lighted with low-wattage lamps. This eliminates every possibility of glare and shows off the lamp shades to their best advantage.

Display material for windows has ceased to be a problem for the individual dealer. More and more attention has been given up to this phase of merchandising

Small Appliances



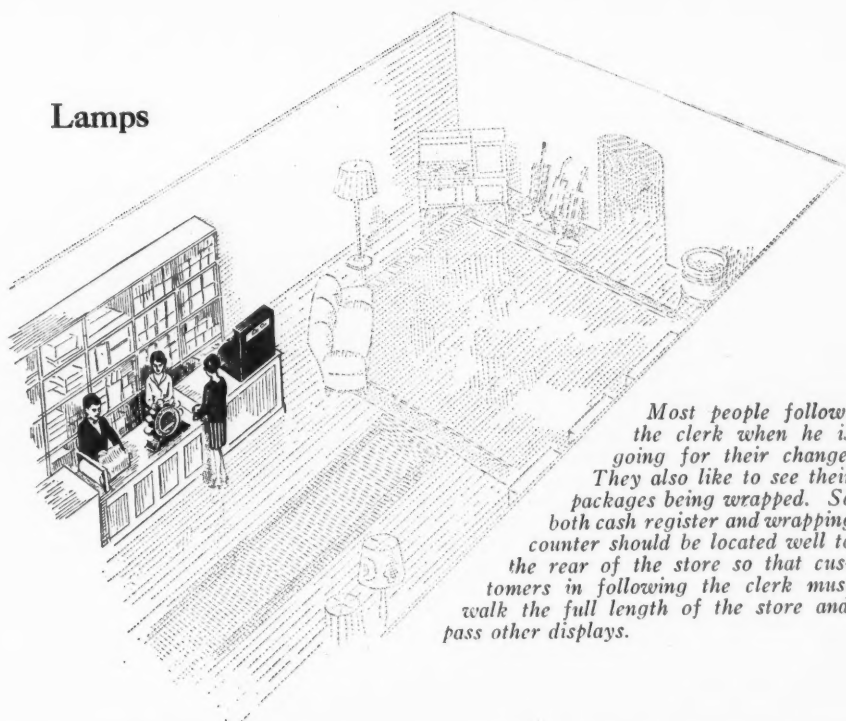
Eight out of ten people who enter a store turn to the right, so just to the right of the store entrance is the place to display featured appliances. Tables six feet long, thirty inches wide and thirty inches high sell more merchandise than larger or smaller ones.

Your Store *for* Summer Business

By E. C. ROSSON

Westinghouse Lamp Company

Lamps



Most people follow the clerk when he is going for their change. They also like to see their packages being wrapped. So both cash register and wrapping counter should be located well to the rear of the store so that customers in following the clerk must walk the full length of the store and pass other displays.

by the manufacturer, until now such material is nearly always available. Manufacturers are spending huge sums every year originating sales producing displays. The dealer who will not take advantage of their efforts is neglecting a highly lucrative advertising medium. In the making up of a good window display, it is advisable that in every instance where it is practicable, the price be plainly displayed to everyone.

SURVEYS have shown that eight out of every ten people turn to the right upon entering a store. In view of this fact, the rule accepted by every store arrangement expert is to place the products which the merchant is particularly interested in featuring at the right side of the store going in. The standard practice is to place these goods on a table, or if they are fragile or easily soiled (such as small highly polished appliances), in a glass show case. In the latter instance, a well-illuminated case with glass shelves is highly advisable. If goods are on tables, however, it would be well to observe that tables six feet long, thirty inches wide and thirty inches high sell more goods than smaller or larger ones.

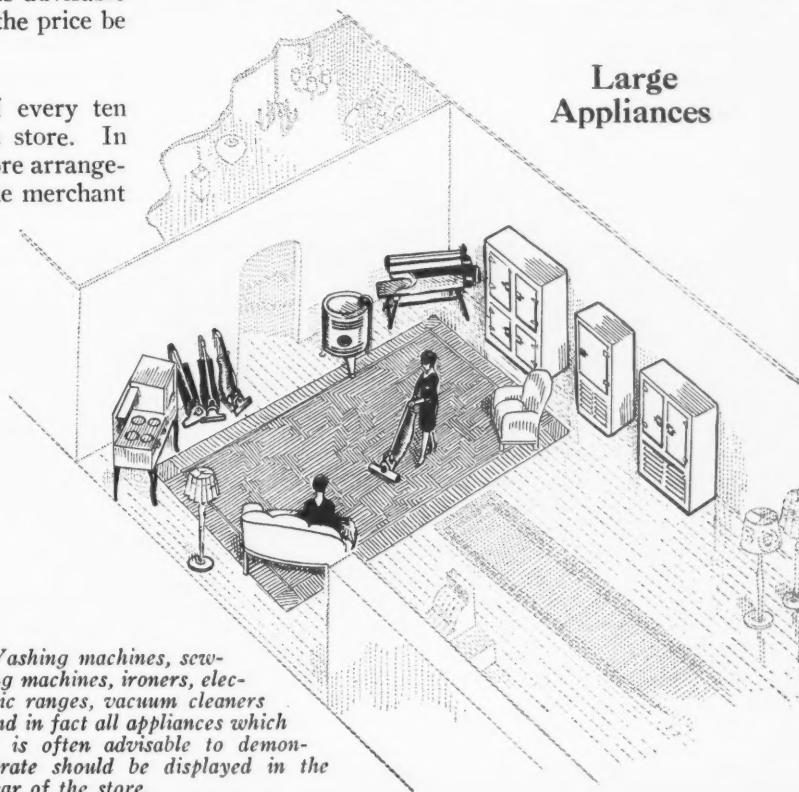
The most common objection to the table type of display, especially when the merchandise used is comprised for the most part of very small items, is the opportunity offered for pilferage. The best answer to this objection is, that merchants using this display idea have found their sales materially increased. They are not

willing to forego this method, even though they experience actual losses from stealing.

EVERY article should carry a price tag, especially if it is on display, in such a manner as to enable customers to handle it at their leisure. The trade should not be required to ask the price of any article. If it is plainly marked, they can see for themselves and save the necessity of asking questions.

Vacuum cleaners, for example, should be displayed in such a way that they can be demonstrated under actual working conditions. In some of the more modern stores will be found inviting chairs in the vicinity of these displays, from which prospective customers can witness demonstrations. Washing machines, sewing machines, ironers, electric ranges, and all other merchandise which falls in the same class with vacuum cleaners should be placed in the rear of the store, where they can be demonstrated and displayed under as near actual working conditions as is practical.

Large Appliances



Washing machines, sewing machines, ironers, electric ranges, vacuum cleaners and in fact all appliances which it is often advisable to demonstrate should be displayed in the rear of the store.

Lamp displays offer unusual possibilities. The larger manufacturers of lamps are now supplying demonstrating devices which can be readily used in every electric store. These devices are compact, equipped with regular sockets, individual switches and permit customers to switch them on and off. When customers are doing this, they are really selling to themselves.

Many electrical stores handle radio equipment. In view of this fact, it might be well to include here the observations of store arrangement experts with regard to this type of merchandise. The best layout is to have the demonstration room divorced from the rest of the store, insofar as it is possible. The use of a small attractive sound-proof booth will accomplish the purpose admirably. The radio booth should include not only the radio sets to be demonstrated but contain comfortable chairs and a table, on which to place folders and other advertising material for the customers to peruse.

MOST people have a tendency to follow the clerk when he is going for their change. They also like to watch their packages being wrapped. For this reason, the cash register and wrapping counter should be located well in the rear of the store. This will invariably cause customers to pass up and down the full length of the

store and give them every opportunity to see more of the dealer's stock.

Aisles through which the customers pass should be generously wide. The customer should not feel crowded or cramped in any way as he walks around examining the stock. The reason for this is twofold—it not only creates a pleasant atmosphere for the customers, but it is one of the primary features of attractive store arrangement.

The placing of lighted floor and bridge lamps in scattered spots throughout the store will add a touch of color and an additional attractiveness to the entire layout. It is almost unnecessary to say that the interior of the store should be a fitting example of the best in modern store lighting.

The objective of store arrangement work is to increase profits. Should the arrangement involve expenditures out of proportion to the advantages to be gained, good business judgment would by no means sanction the plan. A dealer who gives the matter sufficient study can develop a store and stock arrangement plan that will fulfill the functions of attractiveness, accessibility, efficiency and quick service, and yet remain well within the bounds of economy.

36,000 People a Month SEE this Refrigerator!

THIRTY-SIX thousand people a month see this electric refrigerator in operation.

* * *

The El Paso (Texas) Electric Company has installed it in a street car, just behind the motor-man, where everyone entering must see and pass it before taking their seat.

* * *

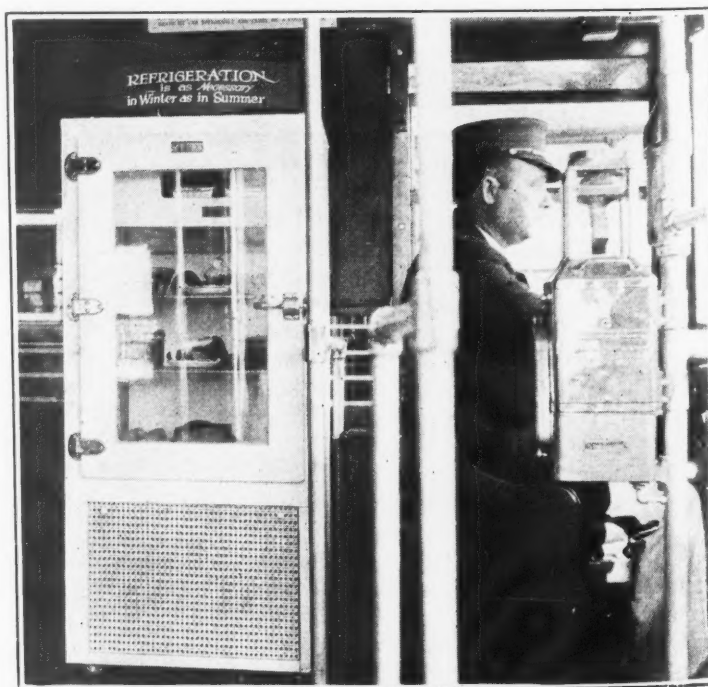
A special glass door has been provided. Food is changed every few days. And the unit is operated by means of a special motor and resistance, directly from the electric current operating the car.

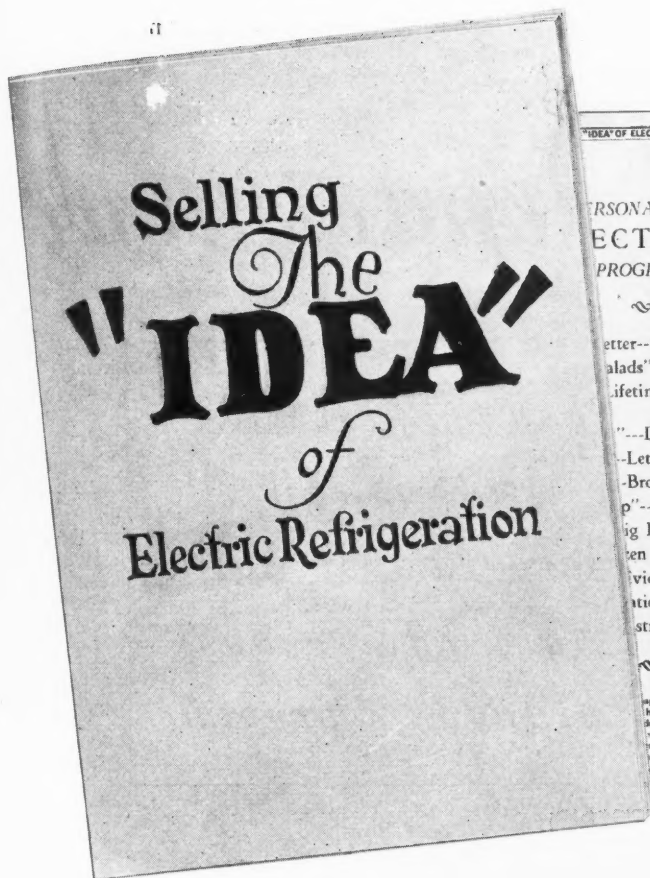
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The car travels 7,000 miles each month through El Paso's residential districts. 36,000 people average 15 minutes each, riding time.

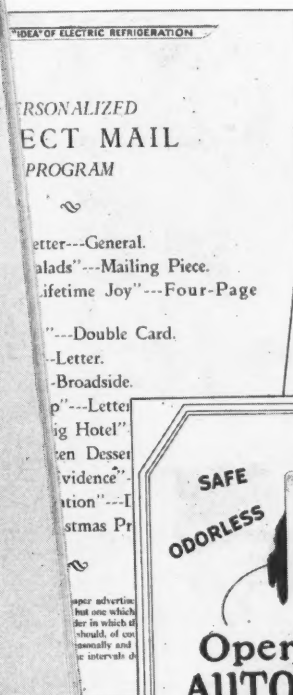
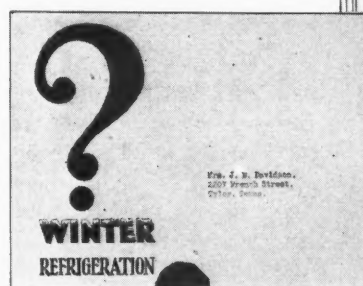
* * *

This is a SUPER car-card!





N. E. L. A. Refrigeration Committee Re- leases Plan Book



THIS selling activity is promulgated as a valuable aid in the more intensive and more effective marketing of electric refrigeration—the main objective of the Refrigeration Committee, Commercial National Section, National Electric Light Association.

The activity proposes a co-operative market development effort, bringing together the local electric refrigeration interests—the electric light and power companies, electrical dealers and contractor dealers, department, hardware, furniture, house furnishing, dry goods and general stores, and other distribution channels capable of acceptably serving the public—to sell the idea of electric refrigeration.

The mechanics of the plan as shown in this plan book include a number of letters and printed mailing pieces, some newspaper advertising and publicity stories, which can be used by an electric light and power company, or by a community group, headed by a power company or some other type of dealer.

Under well organized procedure, the pressure of such a sales plan should be felt by all the consumers whose residences are equipped for refrigerator installation. The sales volume of the retailer of electric refrigerators is

sure to be favorably affected regardless of the extent of his participation in the effort. However, obviously, a retailer's increase in business through this activity will mount proportionately to the degree of his co-operation, and that fact should be emphasized to all classes of dealers in every community.

This co-operative plan is not a substitute for the plans offered by manufacturers. It paves the way by selling the idea of refrigeration without any reference to particular makes or types. For this reason, the committee believes that to a considerable degree the effort in this activity will be free from the appearance of selling a commodity, and therefore should not meet with the sales resistance naturally raised against selling effort dealing with specific makes of equipment.

The committee desires to express its appreciation to the electric refrigeration manufacturers whose co-operation has made possible the publication and distribution of this portfolio, by making available the necessary funds through The Society for Electrical Development.

G. B. RICHARDSON,
Chairman, Refrigeration Committee.
Commercial National Section, N.E.L.A.

This RADIO *Department*

When contractor-dealer Shannon first went into the radio business he lost "his shirt." A carefully thought-out program of balanced sales effort went into effect—and now Shannon's department shows a profit!

SHOULD the contractor-dealer handle radio? There is a diversity of opinion on this subject. Some say, "Yes" and point to their own success to justify this reply. Others, and their number is not inconsiderable, denounce this latest electrical marvel as a time consumer and a profit killer. But is radio wholly to blame? How many of the disillusionments experienced by this latter class of merchants have been due, where radio is concerned, to a lack of understanding of the new problems involved, to an inability to develop a proper sales and servicing organization—to fit radio into its *proportionate* place in the picture?

The first two years' experience of J. T. Shannon, owner of the Electric Equipment Company, Nashville, Tenn., furnishes a typical illustration of what has happened all too often to the contractor-dealer when he flirted with Miss Radio "not wisely but too well." Not so, however, Shannon's solution of this problem. Faced with a growing deficit, due to *too much* radio business did Mr. Shannon decide to give radio, figuratively speaking, "the air?" He did not. Instead of rendering snap judgment he betook himself, in August, 1927, to a quiet little spot in the Tennessee hills and indulged in a little serious thinking. He first tried to free his mind from all prejudicial influences, then he reasoned it out about like this:

"Last year radio represented 57 per cent of my total gross sales (\$37,424). For 1925 I grossed \$39,500 from this department—yet I'm losing money. Now here's a new line which ought to be good for at least \$25,000 added volume a year yet it's licking me. What's wrong? Shall I kick in the face this opportunity for increasing total sales 30 per cent or shall I fight it out? Surely, with this volume to play with it cannot be altogether the fault of the proposition. Perhaps it's me. Brown, the radio man down the street, seems to be prospering."

Then it came to him. "But Brown has a different set-up! Perhaps I'm 'off balance.'"

THE more Mr. Shannon dwelt on this phase of the situation the more apparent it became that his own personal absorption in radio's rapidly mounting gross had caused him to lose sight of the basic principle of *net profit*. Now that the public was no longer *demanding* to be served with this edible dish, now that the supply was apparently fully equal to the demand he realized that the other, and older, loves "wern't what they uster be." He had permitted his business to become *topheavy*. The thing to do, obviously, was to create a *balanced* ensemble.

Once friend Shannon had determined what was fundamentally wrong the rest was comparatively simple. The next step was to determine specifically what mistakes were directly the cause of this unbalanced condition and to plan the corrective machinery. The following listing of perfectly natural errors in judgment, occasioned, of course, by the unprecedented nature and growth of radio, suggested to Mr. Shannon most of the remedies he is now so successfully applying and which are given in column three:

Organization

Original Set-up	Result	Remedy
Owner attempting to do most of the selling.	Became so engrossed in radio that other activities diminished. For example: Labor item for 1926 contracting business, including fixture sales, was 54 per cent of total gross—indicating lack of close supervision.	Hired a radio "manager." This has permitted Mr. Shannon to devote the major portion of his time to rehabilitating his appliance and contracting business and to watching stock and leakages.

Now Shows A PROFIT

Servicing

Original Set-up	Result	Remedy
Had a radio technical expert on yearly salary basis: No fixed time limit on free service. No charge for calls.	Service man was inactive or engaged in unprofitable work 60 per cent of the time. Performed many tasks that could have been done by a less expensive man or by some other employee.	Dispensed with service specialist and divided service jobs, according to their nature, between radio manager, part time commission men, regular repair man or factory. Charges \$2 per visit after first three free calls.

Tubes

Original Set-up	Result	Remedy
Kept an open shelf. Replaced whenever demanded.	Unable to compute accurately, but convinced that losses through breakage, "shrinkage," and unnecessary free replacements represented the net profit on at least \$6,000 gross business.	Built a special closet to which only bookkeeper and Shannon held Yale key. Set up inventory and requisition system on every tube movement. Tested each tube when received and again when sold. Free replacements reduced 70 per cent.

Lines

Original Set-up	Result	Remedy
Carried as high as five lines. Overbought.	Model changes killed gross margin due to necessary "sales" to clear stock.	Reduced lines to two. Buys in small quantities from nearby jobbers.

Selling

Original Set-up	Result	Remedy
Spent 6 per cent for advertising. Tried to close each deal personally. Wanted to sell everybody in town.	Publicity allotment too high. Neglected other departmental duties with inevitable results. High percentage of credit losses and reverts.	In addition to hiring radio supervisor—who will specialize on promoting major appliances this summer—worked the part-time, full commission plan of selling radio. <i>Sell only where risk and margin justify transaction.</i>

Control

Original Set-up	Result	Remedy
None worthy of the name.	Not in a position to appreciate the non-profit element in radio's mounting gross or to sense in time, seriousness of gross shrinkage in older activities.	a. A common sense proportionate budget including radio, for fiscal year. b. A simple graphic method of watching sales program by departments.

SINCE September, 1927, it is apparent from the foregoing that Mr. Shannon simply has been putting into effect practice in the merchandising of radio which is now being used by other types of alert radio dealers throughout the country.

"I have a favorably located store and all other facilities for doing a profitable radio business. Results since this season opened up have fully justified my present policies," he declares. "Not only has my radio department shown a net profit of approximately 6 per cent—on a gross of about \$11,000 less than for the same length of time during the 1925-26 period of great activity, but I am bringing back my contracting, fixture and appliance business to their former volume and profit basis. Whereas formerly it cost me over \$3,000 a year for service, this season service is self supporting. I charge on an average of \$7 per aerial installation and \$1.50 per call. Have reduced the number of wiremen from six to three at the same time—from September, 1927 to March, 1928—practically doubling the volume of contracting and fixture business. This is because under my personal supervision, every man in my organization is putting in his full time on productive work. I am now perfecting plans to utilize the sales element of my full and part time radio personnel this summer on following outside appliance leads.

"Radio," continues Mr. Shannon, "under the balanced supervision and volume plan, fits into the contractor-dealer's scheme of things admirably. Contacts, established through the new acquaintances it brings about, develop frequently into leads for other electrical devices or for wiring—the converse also applies. Radio offers an opportunity to keep all the employees actively at work because added activities mean added chances for transferring semi-idle help to profit making jobs—aerial installations for example."

Without doubt the most radical departure instituted by Jim Shannon is his formulating of a proportionate business budget and watching its operation and plotting of five progress curves from his budget figures.

By means of the four departmental curves of necessary, and possible, business and accumulative curves which represent actual results, Mr. Shannon knows at a glance whether his business is leading him.

"With the advent of radio and refrigeration, of the rewiring and refixturing idea, today's contractor-dealer is offered all kinds of interesting opportunities to balance his seasonal peaks and valleys if he will but chart his objectives, itemize every expense and do a certain amount of promotional selling," concludes this Southerner. "Eternal vigilance, as I have learned from experience, is the price of success in any multiple-line business. I am convinced that if this policy be applied understandingly to radio the average contractor-dealer will have no cause to regret his participation in this industry—especially now that the A.C. tube bids fair to reduce servicing costs."



Henry C. Ettling, sales manager, demonstrates an oil-burner in the store. This layout can be duplicated by a dealer at a cost of from \$150 to \$300, plus the cost of the burner and it is often possible to induce the boiler manufacturer to pay a part of this cost.

6 Years of OIL

*The Automatic
men, has made
the oil-heating*

Coal in the Cellar?

Automatic buys from many of its prospects, their stock of coal . . . applies the money which it pays for the coal as part of the down-payment on an oil-burner. . . . and then sells the coal at \$1 per ton below the regular market price!

BUSINESS progresses as *business men* profit by the experience of others who have gone before. Successful retail sales methods—and thus indirectly, successful retail *businesses*—are built upon foundations laid by pioneers.

So the recording of the experiences of those who have "gone through the mill" is of great importance to *new* business.

This is especially true in the retail oil-heating equipment field. For in comparison with retailers of other electrical appliances the average oil-burner dealer is a man without a past.

The merchandising experiences of the Automatic Oil Heating Company of 238 Dwight Street, Springfield, Mass., will therefore be of interest. "Automatic" sells Nokol and Aetna burners. The company has been in the oil heating game since 1922 and has been "through the mill" in competition with 60 similar retail organizations during this 6-year period. There are 12 other outlets in town today. Yet it has sold, through 3 specialty salesmen and a salesmanager, 1,800 burners, an average of 300 per year. Nothing but oil-burners has ever been handled.

The Fire Department records indicate that of the total number of oil-heating units now in use in Springfield, "Automatic" has sold more than half.

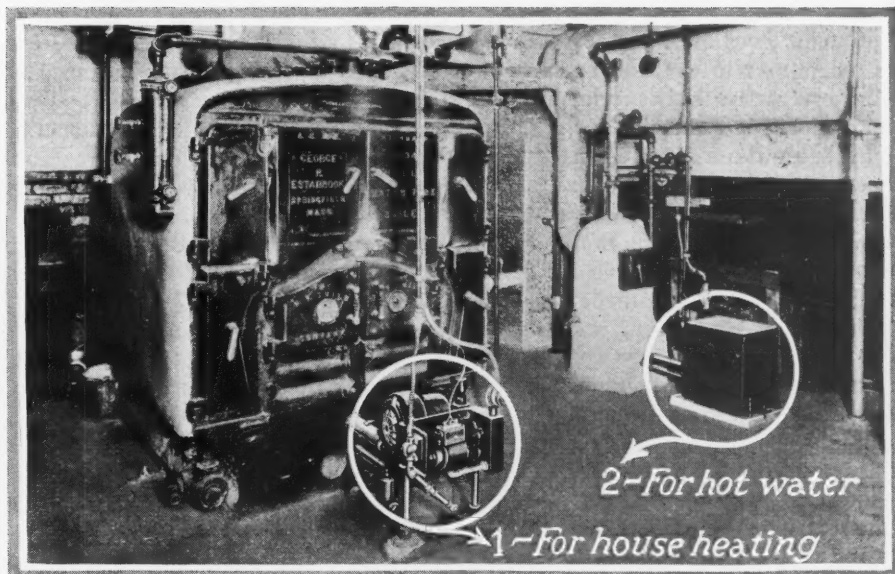
"**A**UTOMATIC," of which F. K. Daggett is president, Lawrence Davis, treasurer, and Henry C. Ettling, salesmanager, employs three specialty salesmen who work on a 10 per cent commission and drawing account basis, maintains a display room in which it is possible to make demonstrations, finances exclusively through a local banking connection and has its own installation and service crews.

With a few minor exceptions the sales methods now in use in Springfield are similar to those used 6 years ago when the concern entered business. In 1922, and for several years after, "Automatic" had available only one type of burner, suitable particularly for use in larger homes. So it concentrated on people living in these large homes, with incomes of between \$5,000 and \$20,000 a year.

This was particularly opportune—though forced by the size of the burner—for in the first few years the company obtained a great deal of publicity and public confidence by selling to well known and prominent people. It installed burners, for instance, in the homes of Charles E. Chase, chairman of the board, Hartford Fire Insurance Company; W. A. Neilson, president of Smith College, and in the home of the president of Amherst. In an early campaign, conducted over the period of a year, it sold 60 per cent of the homes on Maple Street,

180 homes in Springfield have been equipped with two oil-heating outfits by Automatic. In the home of Frank D. Fuller, vice-president of the Moore Drop Forging Company, a large unit heats the rooms while a smaller installation supplies hot water.

By
W. W.
McDONALD



BURNER *Selling*

*Oil Heating Company, employing 3 specialty sales-
1800 installations since 1922, selling more than half
equipment now in use in Springfield, Massachusetts*

where reside many of Springfield's "four hundred." These homes, prior to the installation of oil-heating equipment, burned between 50 and 70 tons of coal per year and in the intervening 6 years Ettling and his salesmen have increased the percentage of sales to home owners on this street to 95 per cent!

Now, with a lower priced oil-heating unit, more suitable for use in small residences available, Automatic is selling a great many burners to owners of 4- and 5-room houses and bungalows.

In running the Maple Street drive, the company used a great deal of newspaper advertising, partially paid for by the manufacturer, and direct-mail circulars preceded the three salesmen into the homes. But with the exception of the "cold turkey" selling necessary to start the ball rolling in 1922 high-pressure work has been religiously avoided. In fact, high-pressure selling of the type which often goes over big in the sale of washers, vacuum cleaners and similar appliances which are priced below \$200 has not been found effective in the sale of \$500 to \$900 oil-heating systems at any time. Even in the beginning, much of the sales volume obtained was due to follow-up of prospects personally known to Mr. Davis and Mr. Ettling.

So far as possible, and in recent years it has been entirely possible, salesmen work exclusively on leads obtained in the display room, leads picked up through the various advertising appeals used and through tips obtained from satisfied users. And the satisfied user is another question again.

THE satisfied user—and successful merchants in all fields know the truth of this—is positively the *best* source of new business. Commonplace as it may sound, Automatic's success in the sale of oil-heating apparatus is due more to the fact that it employs sales, installation and service methods which keep its customers satisfied than to any other factors! The company does not have a heavy advertising appropriation. In fact its budget calls for an extremely modest expenditure for newspaper space and direct-mail work. It does not employ a large force of high-pressure men, does not advertise "the cheapest installation in town," yet its sales record indicates that it is doing a job.

So we treat this matter of satisfying customers as a *sales* problem rather than as a condition which arises after the sale.

Ettling and Davis and the additional man thoroughly understand the problems of home-heating. Not only do they insist upon the installation of units which are designed to fit the job in hand but in addition they refuse business when radiating surfaces, in the rooms, or boiler facilities, in the cellar, are insufficient to properly heat the home. As someone has remarked, "If the radiator doesn't radiate . . . if the boiler doesn't boil . . . and there is an oil-burner in the cellar, the oil-burner gets the blame!" And yet the fault may not be the oil-burner's.

Two fuel supply companies receive the names and addresses of all Nokol owners from Automatic. For this service the fuel supply companies take particular pains to see that the quality of oil furnished to these cus-

tomers is exactly what is needed for best results. Thus Automatic goes even farther than is necessary to fulfill its obligations to the consumer.

Several particularly interesting sales ideas have netted the company a great deal of additional business.

Probably the most productive idea is its special effort to equip homes already owning burners with auxiliary equipment for heating water in the summer time without raising the temperature in the rooms. In the smaller homes this is accomplished by installing an instrument called an "Aquastat," made by either "Honeywell" or "Minneapolis Regulator," which duplicates the action of the thermostat normally controlling the action of the oil-burner from the living room, but operating instead on the temperature of water in the boiler. The heating plan is isolated from the radiating surfaces in the rooms, the room thermostat is disconnected and instead, the "Aquastat" starts and stops the burner as hot water is drawn from the taps. In most instances a "stack" heater is used in these installations, total cost of the instrument and connection work running to about \$50.

But a far more profitable type of hot water installation has been made in 180 Springfield homes. In these homes, which are of the better class, Automatic has installed *two* oil-heating systems, one large unit to heat the home and another smaller unit to heat water. The smaller unit is usually connected with a special water heating installation already found in the home and operated by means of gas or coal. These installations for providing hot water are quite common and bring as high as \$500 apiece to the company in addition to the regular installation which heats the home. People have two cars; often two radio sets. Why not two oil-burners?

Purchasing coal out of the cellar of oil-burner prospects who have just purchased several tons, is another idea of Automatic's which has brought in business. The company buys from prospects each year between 200 and 300 tons of coal, at the price paid for it by the prospect. The money is advanced as part of the down-payment on an oil-burner and then Automatic proceeds to sell the coal at \$1 per ton below the regular market price. Because of the numerous contacts with home owners specifically for the purpose of discussing heating problems salesmen have little difficulty in selling coal, if not oil-burners.

ALL time-payment is accomplished through a local bank with which Automatic maintains its account. When the company first entered business burners were sold for $\frac{1}{3}$ down, the balance in 30 days. The customer signed a note which was passed to the bank and if longer terms were required for payment the customer secured extensions from the bank itself, paying the regular rate of interest for this service.

Today, as little as \$100 down is accepted, which is considerably less than $\frac{1}{3}$ as the burner installations range in price from \$500 to \$900, but the original note turned over to the bank calls for payment 6, 9, or 12 months after date. Seven per cent is charged for the service. The company has not found it profitable to extend terms over one year.

Automatic relies implicitly upon the judgment of its bank in selling burners on time. The company naturally makes its own credit investigations prior to selling oil-heating equipment, but so also does the bank before it accepts a note. And if the bank is willing to accept an account, its "okay" is good enough for Automatic. Ettling calls to our attention, that insofar as possible,

home owners only are sold on time-payments. Trial installations are rarely permitted, and then only with the approval of an executive.

Salesmen between the ages of 35 and 50 are best suited to sell oil-burners, according to Ettling. He has tried younger men, familiar with specialty sales methods employed in the distribution of washers, vacuum cleaners, etc., and has found them wanting. Probably this is due not only to the high cost of the appliance but to the fact that men selling it must be familiar with a major problem of the home. And a man who has been "through the mill" himself, has a home and knows the subject from the consumer's angle is rarely to be found among the ranks of the young, high-pressure artists.

SERVICE has not been a great problem and the necessity for it has gradually become less and less as the burner manufacturer has ironed out the kinks in his appliance. A crew of three service men and a manager, all thoroughly trained, handle more than 1,200 installations with ease.

Ettling tells us that most of the service calls during the first year are due to lack of oil in the oil tank. A great deal of trouble has been eliminated, and incidentally the total cost of installations increased, by selling large tanks wherever possible. Three sizes are available, a 270 gallon tank which costs \$60; 550 gallons, \$100, and a 1,000 gallon tank selling for \$140. Three-quarters of the installations made by the company have 1,000 gallon tanks, though the increase in sales to small homes of late has increased the sale of 550 gallon installations. Prices are naturally quoted complete, oil-burner, tank, necessary plumbing and wiring inclusive.

The argument for the large tank which is most successful, from the consumer's angle, is that oil can be purchased cheaper in quantity. Practically all supply companies offer a premium of from $\frac{1}{2}$ cent to one cent per gallon if more than 400 gallons of fuel oil are purchased. As oil costs about 11 cents per gallon in Springfield, this permits a considerable saving in the purchase of 1,000 gallons.

Service for one *heating season*, which is considered to be from Sept. 15 until May 15, is given free with the purchase of a burner. However, the company has a service plan by which it keeps burners in working order after this period. For a reasonable sum per heating season, somewhere in the neighborhood of \$35, the company will undertake this service. On this plan the installation is inspected before placed in operation in the fall of the year, units are started when cold weather sets in and monthly inspection follows. Additional service may be obtained when necessary, the customer paying for replacement parts.

Service fees are paid half at the beginning of the season, on Sept. 15th and the balance on Jan. 15. Automatic makes approximately 10 per cent net profit on the work of its service men and as previously mentioned does not ordinarily permit time-payment sales to exceed the length of one heating season because it reduces the profit possible in this direction.

Under the paid-for service plan the salesmen approach users before the vacation months in an effort to sell the idea. Service is also available to customers not using the contract method at a flat hourly rate.

Installations are handled by a crew of experienced pipefitters and electricians under the direction of a manager who inspects all work. The size of the crew varies widely, as sales fluctuate.

How to Sell Vacuum Cleaners

from a WINDOW

IN 1927, Tony Rash, proprietor of the Delight Utilities Company, Chicago, had a woman demonstrate vacuum cleaners in the window of the store at 5101 Ashland Avenue, each Saturday evening between 7 and 9:30 p.m.

These part-time window demonstrations resulted in thirty-six vacuum cleaner sales, fourteen of which were actually closed in the store following the demonstrations. The remaining twenty-two were closed in homes after obtaining the names of prospects through the window demonstrations.

* * * * *

During the same year R. E. Sorenson, manager of the Eureka Vacuum Cleaner Company, also of Chicago, employed four special women demonstrators who split time and staged two simultaneous window demonstrations every working day between 8:30 a.m. and 5 p.m.

The full time demonstrations, carried on in two store windows, resulted in 2,754 vacuum cleaner sales, 918 of which were actually closed in the store following the demonstrations. The remaining 1,830 were located through this window work but later closed in homes by specialty salesmen.

* * * * *

Though each of these stores is going after vacuum cleaner business available through window demonstrations on a widely different scale, both believe implicitly in the value of such work and have formulated a plan for its most effective use.

So far as "equipment" and general working conditions are concerned both dealers employ about the following plan:

Windows. Demonstrate, if possible, in a display window having its flooring level with the bottom of the glass. An open or

clear backed glass window is preferable as it permits close co-operation with helpers within store.

Props. On a side wall, black velvet drapes, for demonstrating cleaning tools. Floor covered with a straight nap, Wilton or chenille carpet or rug. Upholstered living room chair and a small table. Pieces of string, strips of paper, baking soda, lint, various kinds of dirt and for attention attracting demonstration, a few silver half-dollars.

Time. Whenever it is possible to attract a crowd, depending on the location of the store. In both Chicago stores, Saturday afternoons and evenings are found to be excellent.

Demonstrator. In Rash's case, young salesmen rather than old-timers. The latter type, unless experienced in the work, are usually hard to break in. Either sex will do, having presentable appearance and knowledge of the machine to be demonstrated.

Co-Workers. An experienced specialty salesman, equipped with a supply of circulars and a pad and pencil with which to record the names of interested prospects, should in all instances be stationed outside of the store. If possible an experienced man *within* the store in addition to the outside co-operator should be used, to close sales and carry further the window demonstration.

Show Cards. These are not absolutely necessary, but if used should be hung permanently right back of the window demonstrator. Use not over eight cards as more than this number will lengthen the "cycle" of time necessary to complete each demonstration and slow down the show. Remember that people will not as a rule read a card containing more than 10 words. Other dealers employ a card which lists the complete retail price of the vacuum cleaner on demonstration.

Now for the actual demonstration. This must naturally differ with the demonstrator, who to a certain extent finds methods which are convincing and conducive to

Part Time

The Delight Utilities Company,
Chicago,

-demonstrated every Saturday evening for one year,
-using a single woman demonstrator between 7 and 9:30 p.m.,
-sold 36 vacuum cleaners,
-14 of them right off the floor.

Full Time

The Eureka Vacuum Cleaner Company, Chicago,

-demonstrated every working day for one year,
-using 2 special demonstrators between 8:30 a.m. and 5 p.m.
-sold 2,754 vacuum cleaners,
-918 of them right off the floor.

How to Sell Vacuum Cleaners from a Window (Continued)

sales. Rash and Sorenson's demonstrators employ about the following methods:

1. To secure initial attention a layer of baking soda is sprinkled on the floor and by means of a thin-tipped suction tool some simple message such as "A Free Trial for the Asking" is written in the layer. Other methods in use are as follows: Throw a handful of half-dollars on the carpet and lift them from the floor one by one with the suction tool. Wave the tool, with its silver piece, toward the glass, shut off the current switch and let the coin bounce against the window pane.

2. The minute a person who appears to be genuinely interested appears before the window, change immediately to a demonstration of the practical uses of the cleaner. If the prospect appears to be of middle class, demonstrate with dirt on the carpet. If the prospect appears to be of the better class demonstrate the cleaning of draperies and furniture coverings.

3. Smile directly at the person selected (there may be a considerable crowd by this time), take a circular from a pocket and offer it to this party. Talk through the glass. Your words may not be heard but their significance will be understood and the public often enjoys the process of lip-reading. Both managers agree

that a demonstrator is only half effective if he or she does not play up to *individual* spectators.

4. When a crowd collects and most of the functions of the cleaner have been demonstrated (the procedure of demonstrating depends entirely on the method found most profitable by each demonstrator) signal to the co-worker outside the window to get busy and at the same time motion to the store entrance.

5. Though not directly a concern of the window demonstrator the co-worker outside the store has much to do with the success of the plan. When he sees an interested spectator he approaches and says, "Would you like a circular?" at the same time offering one. When the person addressed reaches for it, the salesman holds it in his hand a moment, which causes the prospect to look up. While attention is thus attracted the salesman says, "Will you step inside the store and let me show you other things about this cleaner which it is not possible to demonstrate in a window?"

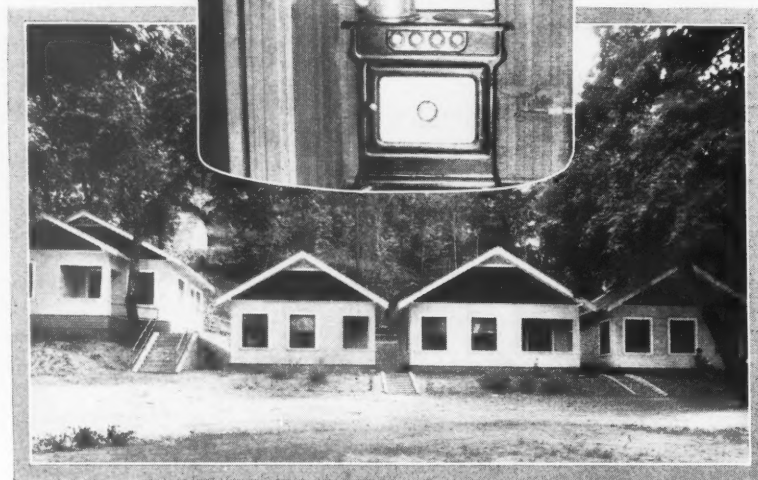
* * * *

The cost of such demonstrations is slight. Rasch sold \$2,160 worth of cleaners by paying a woman \$3 per night to make forty Saturday evening demonstrations. Regular sales commissions were made to specialty salesmen actually closing sales.

Comfortable Cottages

SUMMER camp cottages offer an excellent opportunity for the sale of electrical equipment, according to Harry Decker and Cline's Electric Shop, California electrical dealers.

The modern housewife looks forward with apprehension to her summer vacation, if her husband is "set" on a cottage at the shore, or in the mountains. She is apprehensive because of the lack of convenience in these cottages and these California dealers capitalize on this fact. At a Calistoga, California, camp Decker has installed four ranges for A. Banchieri, a builder. These have made the housewife's cooking problem bearable in this summer camp. And at Shell Beach, California, Cline has sold seven jobs, each of an electric range and an electric water heater. These jobs add to the comfort of the campers.



This is the range installation in Calistoga. The job at Shell Beach includes electric water heaters

Shell Beach, near Pismo, is advertised as an electrical development. In addition to the range and water heater installations in the individual cottages, electrically heated salt and fresh water baths are available to campers. One meter governs the entire installation and all cottages are floodlighted at night. Cline, who made the installa-

tion has his store in San Luis Obispo, a nearby city.

As a result of the progressive enterprise of local electricians the electric auto camp and the electrified summer cottage are becoming frequent occurrences on the Pacific Coast. In the state of California alone, there are several groups of summer cottages at well-known summer resorts whose owners advertise them on the basis of their complete electrification. In many such groups it is common to wire the cottages with a common meter.

Old Models Moved

by

AUCTION Methods

HAVING a large number of electric refrigerators of earlier designs in stock, the member and allied companies of the New York Power & Light Corporation solved their problem by conducting an auction sale of the old models. The unusual sale was a success in more ways than one, for it not only moved the old stock but also assisted in popularizing electric refrigeration, in selling up-to-date models, and in building up a list of active prospects for refrigerators.

In spite of the low prices which had been placed previously on the superseded models, there were about 100 complete units still in the stores or stock rooms prior to this sale. A unique method was thereupon developed for auctioning the stock, a plan that had not been tried before for any company sale.

The principle upon which the plan was based was that of the ordinary auction, with bids solicited by newspaper advertisements, salespeople, employees, floor salesmen and direct mail. Solicitors were supplied with printed cards describing the different models being auctioned with space for the names of the employees obtaining the bids. These served later as prospect lists.

The refrigerators carried not only the guarantee of the manufacturer but also that of the New York Power & Light Corporation. Six months of servicing were included, as well as free delivery and installation. Sales terms were cash, or 10 per cent upon acceptance of bid with the balance in monthly payments.

LETTERS and "bidding cards" were also sent to all persons whose names had been on refrigerator prospect cards and to whom sales had not been made. These letters were followed up by personal solicitation.

A special five-column advertisement was supplied in mat form to the several individual companies for use in local newspapers. The mat was used in the larger districts without changes except for insertion of addresses; the smaller districts altered the

Asking for bids disposes of superseded types of electrical refrigerators and helps sales of new units

By H. E. RAUSCH
New York Power & Light Corp.,
Albany, N. Y.

number of units offered for sale. The advertisement was published once in each paper.

Salesmen or employees obtaining winning bids were awarded \$25 each. All bids were kept by the local office, and, in case a bidder is sold a refrigerator within three months, the employee obtaining the bid will receive \$5. When winning bids were obtained by the newspaper coupons or direct mail solicitation, the corresponding \$25 was credited toward the expense of advertising.

The refrigerators were sold in groups, all at the figure of the lowest successful bid. Several bidders, therefore, were notified that they could obtain one of the units at \$10 or more below the bid they had submitted.

As an example of the results of the campaign, 52 bids ranging from \$100 to \$185 were received in the Albany district. The sales for Albany totaled 13 old models and three new ones. Not only were all of the old refrigerators in the Albany stock sold, but a half dozen were disposed of for other districts. The advertising cost for Albany was figured at \$72, after allowances for the refrigerators sold through the newspaper advertisements.

THE auction, briefly summarized, was effective in at least four ways:

A small sacrifice was taken on the obsolete refrigerator models, rather than "junk prices" at a later date. Stock balances were materially improved so that investments could be made in quicker moving stock.

The sale netted a large number of refrigerator prospects, since in making a bid one admitted his interest in electric refrigeration.

Many people were brought into the stores to look over the old and new models, and it was possible to demonstrate the new models without handicapping the auction sale.

Load and gross revenue were increased by the immediate sale and installation of units which, except for the auction sale, would simply have remained in stock.

NEW YORK POWER AND LIGHT CORPORATION				
GENTLEMEN				
Please consider this my authorized offer to purchase the electric refrigerator indicated at the price I have stated, the refrigerator to be installed in my home before Christmas				
Lot #1 - Model	Size	List Price	My Bid is	
Lot #2 - Model	Size	List Price	My Bid is	
Lot #3 - Model	Size	List Price	My Bid is	
Representative		Signed		
Date		Address		

Employees obtained customer bids on this card

Electrical Appliances?



7th Floor

Barker Brothers, Los Angeles, specializes in housefurnishings. Electrical appliances are sold by a department which must pay its share of the store's occupancy and overhead expense, check its own costs and make a profit as an individual sales organization

“WITH what particular problems does the manager of a department store's electrical appliance department have to contend?” we asked E. A. Norton, who fills that particular position for Barker Brothers, Los Angeles.

“First of all Barker Brothers is *not* a department store, but a *housefurnishing store*,” he answered, and then proceeded to answer the question.

“Barker Brothers occupies a 12-story building in Los Angeles; its floor space is greater than that of most metropolitan department stores and it handles housefurnishings only. But though it is primarily a housefurnishing store many of its problems, particularly department problems, are similar to those experienced by the department store executive.

DEPARTMENTS KNOW COSTS

“The chief problem is the necessity of each department manager knowing where his department stands. And the electrical department is no exception to this rule. Long experience and the importance of the sums involved has taught the larger establishment the value of monthly, weekly and even daily checking up, so that it is quite impossible for an electrical department in such a concern to fool itself by a subtle misinterpretation of figures which will carry it on in a pleasant dream through several years to an unpleasant awakening.” The electrical department knows exactly what it costs to do business.

Mr. Norton knows, for instance, that his overhead is

about 32 per cent and that he cannot afford to handle any line of merchandise unless the margin is sufficient to permit of its being carried at a profit. About 40 per cent is the minimum possible.

RESALE PLAN IN USE

One of the most satisfactory ways for a store of this kind to build up the side lines of its electrical department, states Mr. Norton, is by developing the resale plan. According to this system, the store handles in the usual manner of purchasing and merchandising stock those particular lines it finds most satisfactory as fitting into its organization and interests. On other lines, where a good opportunity presents itself, a concession is granted to manufacturer or to some independent organization to use the department as headquarters for the merchandising of equipment.

Thus in Barker Brothers, ranges, refrigerators and small appliances are handled by the store itself while several other lines are handled on the resale plan with more than one sales organization working from this one headquarters. The whole is done in the name of the store and is under the general supervision of the department head, but the carrying of stock and the hiring and supervision of salesmen is in the hands of the concessionaires. For the floor space allotted, the use of the company's name and the carrying of accounts on the company's books a definite percentage of the profits is turned over to the department, usually about fifty per cent. With an enterprising concessionaire, the clean

By C.
GRUNSKY

P L E A S E

Barker Brothers has one of the most attractive store interiors on the West Coast, looking more like a well-furnished residence than a retail establishment. This is the lobby, just inside the main trance.



profit obtainable in this way over and above all items of overhead has usually been somewhat above that possible where all transactions are handled by the staff of the department itself.

Such an arrangement as this involves several important considerations. The firm dealt with must be thoroughly reliable and progressive, really pushing stock. An agreement is usually made in advance as to how much money is to be spent on advertising and window display. This is the simpler because the store arrangement calls for a direct charge to the department using space for all advertising run under the company's name and for the use of all window space. Each window is assigned a "per diem" value, ranging from \$7 to about \$50 a day. The usual guarantee of the concessionaire is to spend about three per cent on advertising. Washing machines, vacuum cleaners and fixtures are among the articles handled most satisfactorily by Barker Brothers on the resale plan. Ranges, refrigerators and small appliances are handled direct and these, too have proven most satisfactory. It is interesting to note that the line of

electric ranges carried is confined to white enamel and more recently, to colored enamel ranges. According to Mr. Norton, the woman who buys an electric range as opposed to a gas one does so because she has a particular interest in the up-to-date appearance and attractiveness of her kitchen and she is most likely to purchase an electric range whose appearance is appealing, even though it should cost a few dollars more. In all lines, whether

handled directly or on the resale plan, the department manager, in Mr. Norton's opinion, should base his choice of the articles carried on absolute reliability of goods and known dependability of the manufacturer. Choose that equipment which gives no trouble, he states, even if it be a higher price range and allows a smaller margin of profit. The customer will be happier, the overhead required to dispose of the merchandise less and the stock record cleaner. One range unsold over a long period wipes out the profit from quite a number of sales, even though a generous margin be allowed.

Mr. Norton states that the only problem in selling electric ranges at the present time is one of wiring. He suggests that if the power company desires to clarify the sales situation, it might profitably help by arranging

to wire homes for this equipment at a standard price and perhaps meeting part of the expense as its contribution toward load building.

Refrigerators have proven themselves to be very satisfactory articles. Servicing has not loomed as troublesome in the case either of ranges or refrigerators. The electrical department of Barker Brothers now has about 800 refrigerators out, some of which have been in use for several years. In addition to this, the service department handles the total sum of ranges sold to date, which the company prefers to service for itself, although the power company and city department are willing to take over the responsibility for this. With this volume to be handled, it is found possible to meet all requirements with two men and the part time service of a third.

DEPARTMENT PAYS ITS OWN SALESMEN

The payment of salesmen is always a consideration in an organization as large as Barker Brothers, where each department must have its special problems and opportunities. This is solved by handling each department as a separate unit and permitting the salesmen to make their own compensation proportional to their efforts. A straight commission plus a small drawing account brings results as nothing else can, in Mr. Norton's opinion. In addition to the regular employees of the department, who function as though their work were for an independent store, there are of course numerous relationships with the employees of other departments. Many of the orders for electrical equipment are given by those who are arranging for the general outfitting of their home. In some stores it is the custom to allow the original salesman from one department to conduct the customer straight through, but this privilege in Barker Brothers ceases at the boundary of the electrical department. It is felt that electrical goods should be sold by a specialist, therefore the customer in such cases is turned over to an electrical salesman as a prospect, the other department responsible getting a commission of 2 per cent. Recently the sales of the electrical department were traced back to their origin and it was found that of 170 refrigerators sold, 106 of the sales had originated in the store and that 64 had been sent in from other departments.

Of the sales made about eighty per cent were cash payments—that is to say, they do not exceed the 30 or 60-day leeway permitted, depending upon the size of the sale. This is in spite of the fact that the store charges only $\frac{1}{2}$ of 1 per cent for carrying accounts beyond this time.

These figures, both as to the origin of sales and the small proportion of time payment privileges requested, point to a problem which is particularly important to

the electrical department. This is the fact that it is difficult to direct the attention of the salesmen beyond the limits of the store and to force them adequately to cover the field awaiting them on the outside. Obviously a large departmentalized store has the advantage of a large volume of trade brought to its door on account of its name and its long established policy, the advantages of credit it can allow and its record of service.

The mere traffic occasioned by the presence of other departments accounts for a certain volume of trade. But 84 per cent of sales from store leads and 80 per cent

cash indicates, in Mr. Norton's opinion, that the field is not being properly covered. The great problem is to get salesmen to follow up sales and to get new leads. To accomplish this he contemplates requiring salesmen to make their own deliveries. At the present time the firm has a demonstrator whose duty it is to follow up all range and refrigerator sales and to demonstrate the equipment. The demonstration of the refrigerator consists in instructing the housewife how to load it, suggesting recipes and answering questions. It is expected that this will help to open up new business.

DIRECT MAIL ADVERTISING USED

The problem of advertising is also one of importance to the electrical department. Barker Brothers, like most department stores does considerable newspaper advertising, but Mr. Norton thinks the value of this is dying down due to the great amount of competition. Readers, in his opinion, are not following newspaper ads as they used to. In his belief a period of extraordinary news interest, as for instance the time of an election, or during a trial which has aroused great public interest, is a very poor time for advertising.

The problems of the electrical department are of course, the same as those of the electrical store, with perhaps a slightly different angle. There is the problem of buying—and here Mr. Norton recommends handling merchandise of the best quality only, requiring no servicing and no apologies. There is advertising, in which the present tendency is more toward direct by mail than newspaper ads. Salesmen, Mr. Norton believes work best on a commission basis; he believes also that they should not be store but field men and urges a careful follow up of all equipment sold. He believes in concentrating the work of the department along special lines and approves of the resale system with carefully chosen concessionaires, personally supervised. He believes in cordial co-operation with other departments. In this connection, samples from the electrical department are displayed on other floors of the building to serve as reminders both to the salesmen and the customer and commissions promote an exchange of courtesies.

Department Store Executives

E. A. Norton has had a great deal of experience with the "leasing" of store space and privileges to Resale organizations.

Indeed, Barker Brothers sells washers and vacuum cleaners on this basis today.

In addition, Mr. Norton operates his own department which sells electric refrigerators, ranges and the smaller household appliances.

His experience, both with store selling methods and with the management of an outside sales force, will be particularly interesting to department store executives.

Gross:

\$800 a Month

The Electric Shop, Topeka, Kansas, sells 10 sound amplifying devices a month to people who are hard of hearing.



Sound amplifying devices for the hard of hearing are best demonstrated away from other customers. The Electric Shop demonstrates in this small room at the back of its Topeka store.

Selling

“Electrical Ears”

IN COMMON with the many recent cases of dealers who are finding volume and profit in the sale of health building appliances—of which the domestic ventilating fan and the body vibratory motor are notable examples—comes the profitable experience of the Electric Shop, Topeka, Kansas, with a device for the amplification of sound for the hard-of-hearing. Since last September, when Arthur Tucker, owner of this concern, added this line to his other merchandising activities, sales have averaged \$800 a month.

“I never realized before that there were so many deaf people in Topeka,” says Tucker. “This town has a population of 68,000 and judging by the interest shown in our amplifier there must be at least five prospects to every hundred citizens.”

Tucker attributes the sale of from nine to twelve devices per month, at \$75 per sale, mainly to the fact that he has a special room to which he conducts the customer and in which he demonstrates the amplifier.

“Deaf persons,” he states, “are extremely sensitive about discussing their affliction or trying our device before other customers. My counter display, therefore, is simply used to attract attention. Interested persons are taken at once to the little room in the rear of the store. Here, demonstrations are made.

No special training or professional knowledge is required to demonstrate the article. The clerk simply explains its principle and use. Then he persuades the prospect to try one. It is always a pleasure to note the

expressions of delight and amazement which invariably accompany a demonstration.

“Where doubt is expressed concerning the practical operation of the device I suggest a week’s free trial. It is very seldom, indeed, that a trial does not result in a sale.”

PROSPECTS come from three sources: inquires by mail direct to the manufacturer which are forwarded to the Electric Shop, through recommendations of satisfied users, and as the result of a bi-weekly insertion of a one-inch advertisement in the local paper. This reads:

“To the Hard-of-Hearing
We are headquarters for the
ACOUSTICON
An inconspicuous device which
amplifies sound ten-fold
Private Demonstration Room
The Electric Shop
900 Kansas Avenue.”

This publicity costs \$9.80 a month. All selling is done in the store. In addition to the moderate selling cost, satisfactory margin and gross volume which characterizes the sale of these devices, Mr. Tucker calls attention to the fact that the little dry cells, which are an important part of the apparatus, must be renewed on an average of every two weeks. While these are quite expensive it means that already from 50 to 60 well-to-do persons are visiting the Electric Shop every week for this purpose. They are, of course, prospects for other appliances, fixtures, lamps and gifts.



Mr. Streeter writes from his own experience as a salesman who has successfully used the telephone to make his work more productive. The photograph shows him at his morning's work ringing the telephone before he rings the doorbell.

How the salesman can locate immediate prospects—what he should and should NOT say over the wire — telephone makes the first step easier but sales must be followed and CLOSED in person.



Sales Tools. No calling list is needed beyond a phone book.

IT IS surely one of the queerest twists of modern business that an electrical appliance whose ability to produce mass-volume sales at insignificant cost has been proved time and time again, should be practically without honor in the electrical appliance sales field.

When I first undertook to sell vacuum cleaners two years ago, I was amazed at the amount of time and energy that was being thrown overboard by dealers and salesmen who were wearing out good shoe leather on a selling job that could have been done more quickly and effectively over the phone—as I later proved.

I came to the electrical appliance field fresh from four years in lines where the telephone is, to say the least, one of the mainstays of the sales department. I had personally helped to canvass and close the sale of thousands of dollars worth of securities via Bell's instrument. I had seen the newspapers sell millions of lines of classified advertising over the wires. I had just left an automobile dealer who develops five new prospects out of every hundred calls made by his well-organized Telephone Sales Department, and who attributes much of a splendid business success to this sales medium.

In short, I knew that anything that can be sold can be sold, partially if not wholly, by means of a telephone in the hands of a man who uses it persistently and in the light of the experience that has been gained during

the approximately ten years of its development as a dependable selling aid.

Yet, on entering a field that is almost father to the instrument, I found that no organized effort, comparable in any way to the telephone organizations I had known, was being made to cash in on its proved ability as a money-maker. True, some sporadic rainy-day work was being done by individual salesmen but these men were working so far from the well-defined path of success that they might just as well have left their receivers on the hooks. And they knew it.

"The telephone may be all right for some lines," they explained, "But it won't sell vacuum cleaners."

No?

Well, during my first day on the job I used that vacuum cleaner manufacturer's phones; I made one hundred and five calls, got six appointments for home demonstrations, and closed three of the six on the following day, to the tune of more than \$35 in commissions. From an electrical appliance that "may be all right for some lines" but that "won't sell vacuum cleaners"!

One day's proper, intelligent and persistent use of this

HOMES *A Day*

Canvassed from an Office Chair

By
ALLAN
STREETER



instrument will convince any appliance dealer that the results that I secured were no flash in the pan but that they were what might be consistently expected; he will be convinced that what the phone has done for other lines, it will also do for him. I might add that, in addition to vacuum cleaners, I have successfully used the wires to sell washing machines and radio sets.

The dealer who uses the telephone approach can effectively curtail the abnormal "salesmen turnover" usual to door-to-door crews, by furnishing telephone co-operation to these men. Installation of such co-operative effort will convert the outside men to "closing salesmen," whose every moment can be spent in the actual closing of sales rather than in the wasteful and morale-breaking job of punching doorbells.

It might be added that, when such a condition exists, the salesman's pay envelope and self respect are not the only things that benefit. The dealer secures a more thorough coverage of his territory, and can exercise a more personal supervision of the canvassing, than he could even hope to do when a crew is left to its own devices.

How can all of this be accomplished?

The answer is *method*.

Inasmuch as the success of the whole effort rests on the individual phone call, I will analyze one of these calls. I have found it more expedient, in breaking new men into a telephone organization, to show them how *not* to do it, rather than first to show them how it should be done. I will follow that process here.

How NOT to Do It

The average unsuccessful call, as I saw it made at the vacuum cleaner company, went something like this:

"Mrs. Jones, this is Mr. White, of the Hoomier Vacuum Cleaner Company. Mrs. Jones, are you interested in the purchase of a new vacuum cleaner this year?"

That canvass, which is a common one among salesmen in all lines, will not produce results.

First, no experienced telephone salesman will disclose his identity until he has injected a considerable degree of "suspense" into the call, and until he has effectively sized up the listener's status as a prospect. He will, under no circumstances, tell the listener that he is connected with a vacuum cleaner company; that is as great an error in tactics as is the sending in of a business card by a life insurance agent!

The necessity for holding the listener's attention and interest, by means of suspense, is very great; it is the only means by which a telephone salesman can hold these two important factors in a sale. This holds true in every instance, no matter what is being sold, except in those cases where a salesman is phoning out from one of the great power companies, the importance of whose name is alone sufficient to attract the undivided attention of the listener.

Now, in addition the salesman heightens the degree of suspense by asking for *the man of the house*, by name.

The reason can be made readily apparent by any dealer or salesman who cares to make a test of both ways—"him" and "her." The preponderance of favorable results that follows asking for "him" can be explained only on psychological grounds. Asking for the husband seems to excite the wife's curiosity and, a moment later, when she is asked point-blank about the purchase of the appliance, she has in her mind the thought that he may have been shopping around with the intention of surprising her; too, it prompts the thought that he *ought* to get a new machine for her. Whatever may be the reason, the fact is that it pays to ask for *Mr.* So-and-so, although you know, or hope, that he is out.

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The conversation up to this point has been as follows:

The salesman's call was answered by a woman's voice; he asked for "Mr. Jones" and was told that he was not in; the woman wanted to know who was calling, a request that the salesman brushed by—by asking if he was speaking to Mrs. Jones; she tells him he is speaking to Mrs. Jones, and wants to know who is calling. The salesman again ignores this question by asking her, "Mrs. Jones, are you going to buy a new vacuum cleaner (or washer or other appliance) *this week?*"

Note that he asks her, point blank, if she is going to BUY. He doesn't ask her if she is "interested," or if she will "consider" one. And, to avoid the possibility

SPOTLIGHT THE OUTLET

of receiving an indefinite answer, he asks her if she is going to buy one *this week*.

The form in which that question is put, together with the atmosphere of suspense that has been created prior to its asking, has a tremendous influence on the results that will be secured. During the years that I have been selling over the wires, I have used every possible form of question to feel the listener out. The question given above, precisely as given, has been *the* money-maker. It may carry a deep psychological significance, or it may be merely concentrated "hoss sense"; whatever its significance may be, I have made more money with it than have any of the salesmen who "beat around the bush" with what they call "diplomatic approaches."

Bear in mind that this brutally point-blank question is wholly unexpected and comes "out of a blue sky," after the woman's curiosity has already been more than a little piqued. It comes to her in a rising, expectant voice that seems to say, without actually expressing the words, that you know that either he or she is going to buy the appliance. The effect of the question is momentarily unbalancing to her, *and in this moment of unbalance you determine whether or not she is a prospect.*

WHEN TO FOLLOW UP

The woman who is *not* a prospect will have but a brief moment of surprise at your question and then she will tell you so in a positive way—usually supplementing her statement with a few words to the effect that she has just bought a new machine, or that the old one is working fine. About ninety-five out of a hundred will answer you this way and the only thing to do is to get off the wire as quickly as you courteously can and be on to the next call.

But if they don't immediately deny their interest in a new machine, *qualify further*; she has been startled at the implied knowledge of the purchase you exhibited and she is wondering "how you knew it." There are variations to this rule, of course; some of them will be so surprised that they will admit the fact immediately; some will do what amounts to the same thing by asking you who told you; others will, after a long moment of hesitation, deny that they are going to buy.

An opportunity for further qualification is usually immediately presented because the woman, no matter what her answer, will now generally insist upon knowing who she is talking to and the salesman, having by now achieved the desired result of either hesitation or entire lack of interest, has no further reason for con-

cealing the name of his firm and the purpose of his call.

"*This is Mr. White, of the Better Electric Company, Mrs. Jones*" (Don't say "Vacuum Cleaner," even if it is part of your company's name) he will say. "Our advertising department got wind of the information that either you or Mr. Jones were looking at cleaners and I was just calling to find out what time would be most convenient for me to call and do some rugs for you. Will this afternoon be all right, Mrs. Jones? No? Tomorrow morning at ten? Oh, fine, Mrs. Jones! I'll be there right on the dot of ten! Thank you very much indeed! Good bye!"

Unless the prospect consents to be qualified this way and is willing to arrange some sort of a date for a home demonstration, either in the immediate or not-too-distant future, she should not be considered a prospect. I have been getting on an average of five per cent who would consent to such an arrangement.

KNOW WHEN TO STOP TALKING

Having arrived at this point, the salesman has accomplished everything that he can reasonably hope to accomplish over the telephone and the next move is to get off the wire as soon as he politely can. Don't deliver even a brief sales talk if you can avoid it. *Don't give them a chance to make a decision over the phone.* It is at this point that many otherwise good telephone workers fail; having secured valuable information, they proceed to talk themselves out of the sale.

Never, under any circumstances, try to close a sale on the phone. Occasions have been known where women, knowing the salesman's line, have told him to deliver a machine C.O.D. Millions of dollars in securities sales have been canvassed and closed over the thin strand of copper wire. The fact remains, nevertheless, that the results would have been better in any of these cases if the salesmen had limited the phone work to simple exploration for prospects and had done the closing in the physical presence of the prospects.

One of the arguments advanced against telephone canvassing by unsuccessful users of the instrument, is the charge that "they can hang up on you too easily and cut you off." They can do it, but they are no more apt to cut off a cultured, pleasant voice than they are apt to slam the door in the face of a well-dressed and well-mannered house-to-house man.

The door-to-door man has no monopoly on courteous reception. I can truthfully say that, except in some cases where I have been unduly persistent in trying to *squeeze* information out of a woman, I have never had a receiver summarily slammed up on me. The women who did that would, unquestionably, do the same thing with a door.

It is my personal opinion that I can make a more intimate and personal contact, with greater freedom of speech on both sides, via the telephone than I can possibly do it at the door; the woman answering the phone is not laboring under any false suspicions of my intentions, as the woman answering the door so often is.

The development of the telephone as a selling medium, however, has not as yet progressed, in a scientific way, beyond the *canvassing* stage. If, however, it has been developed to this stage and can be implicitly trusted—and it *can* be trusted—to eliminate a large percentage of the headaches incidentally to door-to-door canvassing and the maintenance of door-to-door crews, it is doing something that merits the closest study and the most intensive development on the part of the appliance trade.

E. F. Perkins, electric appliance sales engineer of the Pacific Gas and Electric Company kept a record of sales by divisions and by individual salesmen.



BULLETIN BOARD HOTPOINT CAMPAIGN-JULY 26, 1927.

DIVISION	Salesman	Sales	Quota	%	Salesman	Sales	Quota	%
San Francisco
West Side
Sacramento
San Joaquin
San Jose
Colgate
De Sabla
Drum
East Bay
North Bay
TOTAL								

"We Sold 389 Ranges in June and July"

Contests for both salesmen and employees aided Pacific Gas and Electric Company's hot weather campaign

IN JUNE AND JULY, 1927, the Pacific Gas and Electric Company staged a profitable *Hotpoint* range campaign in which 389 appliances were sold.

The campaign, under the general supervision of E. F. Perkins, electric appliance sales engineer, was conducted in all P. G. and E. districts, namely San Francisco, West Side, Sacramento, San Joaquin, San Jose, Colgate, De Sabla, Drum, East Bay and North Bay, these properties exceeding the quota of 372 ranges set by a margin of 17 appliances.

The majority of the ranges were sold on time-payments, terms \$12.50 down and the balance to be paid in twenty monthly installments. Premiums of either an electric toaster or an electric heater were given with each purchase.

ADVERTISING which preceded the campaign in local newspapers in most instances called attention to the ease of cooking or preserving with an electric range during the warmest days of summer without greatly increasing kitchen temperature. Seventy rural newspapers carried news of the sale. And in addition to this advertising, 60,000 envelopes containing two-color, three-page broadsides were mailed to lighting customers. In addition to this preliminary work an announcement preceded salesmen into each home before a call was made in behalf of ranges.

All company motor vehicles also carried banners and posters announcing the range campaign.

Special prizes were given for window displays, a sum of \$25 being offered for the person responsible

Cool summer canning with Electric Range

Store delicious summer fruit for winter days.

THE easy electrical way of canning keeps fruit firm, fragrant, delicious. The fruits retain their rich, mellow flavor the way you and children like them best. And here's the easy electrical way of canning fruit right in the jar. See how easy it is to have all the delicious summer fruit flavors for winter days.

Pack the cleaned, cold fruit in washed jars and cover with syrup. Then screw lids on lightly, place in even, set the time and temperature controls and cook. (You can leave the COOL kitchen if you wish until the cooking time is up.) Remove jars from even, tighten lids and store. Ask us about this COOL, easy method of cold pack canning with the Electric Range.

PACIFIC GAS AND ELECTRIC COMPANY

P.G. & E.

COOL Kitchen

for the best display on the subject of the campaign shown in company windows during the month of June. Another similar amount was offered for July.

Efforts were confined to the districts where no additional wiring was required. In fact, in estimating sales made, those which involved a main line extension of four poles or more were entirely disregarded. In small towns, where sales were made to apartment house owners, the sales were

PRIZES were offered for the best showing made by districts and by individual salesmen. Each week during the campaign three cash prizes were given to the salesmen making the highest record. The total of these prizes equaled in dollars the number of appliances sold during the week, the money being divided on the basis of 50 per cent to the high salesmen, 30 per cent to the second and 20 per cent to the third.

Three grand prizes were given at the close of the campaign to salesmen making the highest percentage of quota in each district, the first prize being a two weeks vacation with a trip to the range factor in Chicago, all expenses paid and \$125 to pay for loss of working time. The second prize was an engraved wristwatch; the third a fountain pen.

The district making the best showing, which for this period was the West Side division, received a silver loving cup at the hands of F. A. Leach, vice-president.



Walker FINDS

This article is addressed to the contractor-dealer. It is one man's answer to the question: "How can I, as a contractor, meet the competition of the curbstoner, and, as a dealer, how can I compete with the central station?"

THE writer has just returned from the weekly luncheon of the Birmingham, Alabama, Realtors' Association held at the Axis Club. This latter organization is owned and run by a large and influential body of women who are interested in promoting the civic progress of Birmingham. There were 143 real estate men at this luncheon. My hosts were J. Z. Walker, owner of the Walker Electric Company, and his "sales promotion" manager, Sidney P. Smith. The Walker Electric Company holds an associate membership in this organization. And Mr. Walker and Mr. Smith belong to this association because it is for them one way out; another way for securing volume in the electrical business at a worthwhile profit.

Instead of inviting ruin by going competition one better, Walker gets around competition.

He specializes (profitably) in the lowly convenience outlet, the derided repair business, rewiring, refixturing, time and material jobs where it can *get its price*, appliances to those whom it meets through contacts thus established.

The justification for this article is that this aggregate volume assumes no piker proportions and that "spread" averages 50 per cent. Walker never had a better year than 1927—\$74,000 gross at a net profit of 7 per cent. During the year just passed, this concern installed 980 convenience outlets at an average price of \$6.50 each (\$6,370), its additional "repair wiring" grossed \$16,600; it did a business of \$5,400 in refixturing; it collected \$3,400 from appliance and decorative lamp repair jobs, it sold \$5,200 worth of the smaller appliances as a result of contacts established through these preceding activities; it sold about \$3,000 worth of minor appliances to other, or store casuals; and it

rang up \$34,000 in time and material new wiring jobs.

Most of the latter were billed according to the prices recommended by the Electragists, International—\$2 per hour for labor, key sockets at 40 cents each, pull chains at 75 cents, number 14 R C at 2 cents a foot, lamp cord at 5 cents.

HERE is a measure of the wisdom of not "kicking against the pricks" when said spikes are sharp and the shoe thin; accounts receivable, as of January 1, 1928 (the second year of this about-face policy) were \$8,723 as against \$3,880 for 1926. This increase represents business added, not poor collections. Bills payable were \$815 less, sales were 25 per cent better last year than for the year prior and 10 per cent better in 1926 than in 1925.

Another picture of trends: during 1923, Walker sold approximately \$16,000 worth of electrical appliances—then came the high-powered competition. Low ebb was two years later, for in 1925 gross appliance sales were \$3,600—then he climbed the fence and started to feed in new pastures. The result was that in 1927, appliance sales totaled \$8,200. Remember that washing machines, ironers, electric ranges, etc., are slow movers in Birmingham. Most of these sales, therefore, were in the smaller devices.

As indicated, 31 per cent of present sales is rewiring; 7.3 per cent refixturing; 4.6 per cent repair jobs; 11.1 per cent is appliance volume and 46 per cent new wiring. Walker estimates that a full 40 per cent of each of these divisions of his business comes to him because of the personal work both he and Smith are doing with these real estate men and the members of the women's club where the realtors hold forth.

When the contractor-dealer faces stiff competition from the curbstoner on wiring and from the central station on appliances, he has a problem on his hands. Walker, of Birmingham, has solved it—profitably.

A WAY OUT

By RAY V. SUTLIFFE

Donating attendance prizes and souvenirs to both clubs, the Realtors and the Axis, and taking an active working part in the civic affairs of both organizations is the "open sesame" that is used. Subtle suggestion is the new tool they are employing to create new business—suggesting that adequate wiring and fixtures should be in every property, new or old, controlled by these realtors if they would rent or sell to "moderns" these houses or apartments readily and at attractive prices.

Are these tactics worth while? With one exception, every real estate firm in Birmingham calls the Walker Electric Company when it has a wiring job to be done. Walker's educational leaven is working. For example:

"Sid, this is Tom Sykes talking. Say, you know that vacant house on Lee Avenue I've had for rent? Well the tenants have stolen all the fixtures and loose wiring. Yes, took the bath tub and toilet too. (This is fact, not fancy.) I want you to go out there and put the place in A 1 condition as far as the wiring and fixtures are concerned. Send the bill to me."

"Of course," Walker explains, "many of our jobs come as a result of the tenant's demand for outlets and better fixtures, or of Smith or myself pointing out this need to our friend the owner or renting agent."

THE object of the Walker plan is to establish the Walker Electric Company as a firm specializing in rewiring, refixturing, repairing and special merchandise. To this end Mr. Walker has laid down the following policies:

Cultivate those organizations whose members can be made to appreciate this service.

Stock supplies not ordinarily carried by others, such as angle and candelabra sockets, extensions, burglar alarms.

Get, and hold, the women's trade.

Give "same day" repair service.

Train electricians to co-operate in carrying out these policies and in watching for opportunities to sell additional wiring or appliances.

While a certain amount of volume is essential to profit, Walker's policy is

predicated on the vitally important gross margin. It is for this reason that he is specializing in the activities outlined. He renders specialty service and for that kind of service—plus certain operating economies—he is now averaging 50 per cent spread.

A PART from a very well-appointed store, Walker holds expenses to a minimum. Sidney Smith does most of the billing and bookkeeping at home, nights. The company maintains two light delivery trucks and employs three electricians. Five persons, therefore, constitute the permanent organization, and each is busy all day long. The total pay-roll expense is about 12 per cent.

As Walker is not burdened with peak labor loads on a spasmodic number of big "contract" jobs at close margins he has none of the risk characteristics of such operations. He obtains, furthermore, the efficiencies which are a part of low rate of labor turnover and constant volume of business.

Here, for example, is a \$55 additional outlet and repair wiring job at Brown's, "and stop at Mrs. Jones and bring in her cleaner. Try and interest her in a percolator. Remember what I told you about percolating coffee. Tom, here's a rush job from the Alladin Real Estate Company; must be done today."

Mr. Walker was asked to give his conclusions for his ability to materially widen the gross margin percentage. He summarized them in these words: "We accept no

wiring contracts except on a time and material basis. A large number of smaller, but more profitable, jobs, is our aim. We spend very little for newspaper advertising, substituting instead personal contacts with the key buyers.

"We are suggesting constantly the value of the adequate wiring of premises already wired from the enhanced real estate value viewpoint. We sell appliances to women through club work and leads which come from repair jobs and rewiring. This type of selling and of wiring makes possible cutting the number of employees to a minimum basis."

Can the contractor-dealer make money rewiring; refixturing; repairing?

Read this article and see how
WALKER,
of Birmingham,
DID IT.

Selling Fresh Air Adds \$28,000 to Our Volume

Continued from page 81

been "Any electrical device of merit can be sold if you push it."

Very good, let's be specific. What is meant by "pushing it"? Just this—the following being drawn from my fan selling operations and set-up:

1. Master personally *all* the talking points of, a, the need for the service which the device in question will perform, and, b, the meritorious features of the particular article being handled.

2. Get out and call on 100 "average run" customers of the house. Find out just the character of the sales resistances offered and determine the most effective means for meeting them. Ascertain the strongest appeals. *By all means fix the number of calls to demonstrations and demonstrations to sales.* This is vitally important for two reasons. First, as a measure of daily work quota which should be established for each salesman. Second, as a basis on which to fix salary and commissions. It is of the utmost importance that a dealer *know in advance* the market possibilities of any new item—whether a fairly keen and energetic salesman can obtain five or fifteen demonstrations a week, whether sales will run three to five or one to ten (demonstrations). Bear in mind that your men must be able to earn a minimum of \$35 a week or turnover will sink you.

Here permit me to state that an experience of 24 months has given me the following facts with regard to this key subject:

An alert resale man on ventilating fans, if properly and sympathetically supervised, will average 30 conversational calls a week (calls during which he gains admittance, sits down with the housewife, or the business man in his office, and discusses quietly and at "low pressure" the absorbing subject of proper ventilation for the home.) He will arrange with six of these prospects for a week's trial demonstration and *close five* of last week's demonstrations during this same period.

3. Hire and train, along these same lines, a field supervisor who will specialize in selling this one device.

4. Plan to spend 4 per cent of gross sales in the newspaper and in mailing to a selected list "pave the way" literature.

Once the groundwork for a new adventure in merchandising has been laid; first, by bringing one's own self in harmony with the proposition, and second, by setting up the proper selling policies—trained salesmen on an adequate return commission basis—the rest becomes a matter of perseverance.

TO DATE I have had an average of three men out on the fan job. The supervisor received the regular salesman's commission of 15 per cent on every deal he closed and an override commission of 3 per cent on all orders turned in by his two aides.

Now it happens in my case that my supervisor came to me from the fan manufacturer. As the main qualification for a job of this nature, however, is sales ability and not a technical knowledge of ventilation, and as this man has been operating along the lines outlined in this

article, which are based on my personal experience, I see no reason why any electrical dealer who possesses the will and the fundamental knowledge of the requirements for operating a sales crew, cannot duplicate these results with a supervisor personally selected.

The salesmen receive a flat commission of 15 per cent; the supervisor a moderate salary plus 5 per cent on all sales closed personally and an override commission of 3 per cent on all orders turned in by his men. For the latter stipend I require that he assist me in hiring and training fan salesmen and in working with them in the field whenever necessary. My labor turnover in this department has been comparatively low for this type of work—130 per cent per annum. This is because these men average \$40 a week. Furthermore, ventilating fans are a fairly steady mover the year 'round. In the winter, when the house is closed up tight we stress the removal of cooking odors; in the summer—cool air; always—ventilation.



THERE are one or two points about the canvass that should be mentioned right about here. The salesman's opening sentence always contains a reference

to the Fink Electric Company. The object, of course, is to capture the attention and confidence of the party being interviewed. Bringing in the name of a neighborhood dealer accomplishes this much to be desired result. Next tell the lady frankly that you want to discuss with her the very important—and almost entirely misunderstood—subject of proper ventilation for the home. Follow this up at once with the suggestion that, as proper ventilation is closely associated with room design and size, you wonder if you might enter her living room while giving your little five-minute talk on this fascinating subject. Frequently an invitation is extended to "come in and sit down." This is because the subject is not hackneyed and because it possesses such a strong appeal to self welfare.

The men carry photographs only. An actual sample does not seem to be necessary although, if the territory is covered in a car one might be taken along. They stress these points, which are given in the order of their effectiveness: removing the menu from the dining and living room atmosphere—household halitosis we call it, keeping the furnishings clean by discharging the grease laden air out the window, supplying fresh, "vitalized," air to the family, a cool kitchen, and low operating cost.

As ventilation is a subject which appeals to the more prosperous type of citizen, eighty per cent of sales so far have been for cash. The cream is still on the milk. I estimate that leads come to us about in this manner: 40 per cent from cold canvassing, 25 per cent from users, 25 per cent from customers of the house and 10 per cent from store and advertising efforts.

The chief object in writing about this experience of mine with a device which has yet to be given the attention it deserves has been not only to try and tell how to sell domestic ventilating fans but to drive home also the amazing possibilities which lie in this simple little mechanism. I hope, in the interest of more aggressive and better merchandising that I have succeeded.



Electrical Merchandising *Pictorial*

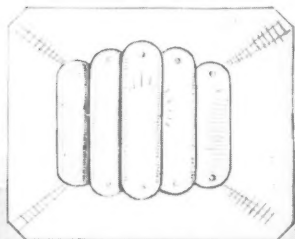


To *Break the Ice*....

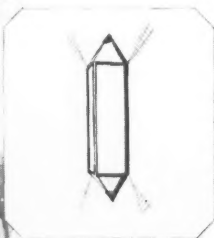
¶ House-to-house refrigeration salesmen—try this on your canvass. ¶ Carry an empty ice-tray on all calls. ¶ When the housewife answers the door-bell, place the tray in her hands and say, "Good morning, madame, does your ice-box make its own ice in cubes of this convenient size?" ¶ She will tell you if she has an "electric." ¶ And this is precisely what every refrigeration salesman wants to know. ¶ According to Nelson Gottschall of the New York Kelvinator Company, the ice-tray "breaks the ice" and makes conversation easy—even for the new man.

GLASS....

Below—A wall bracket formed of five plates of glass in the form of a shield.

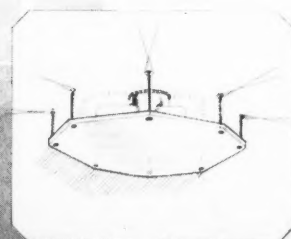
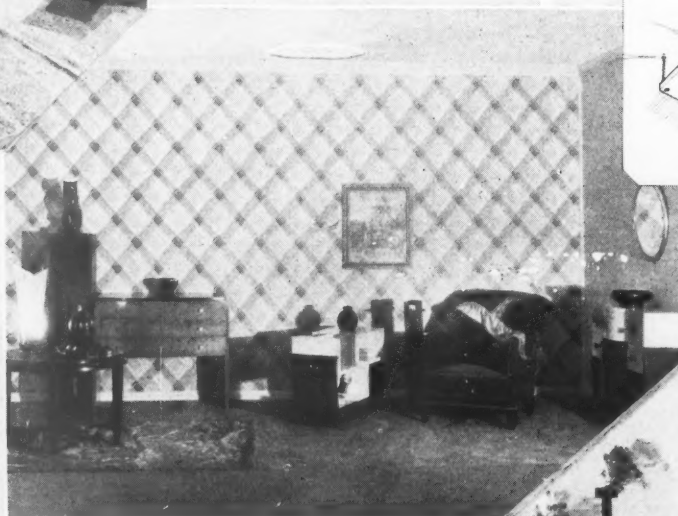


Below — A wall bracket consisting of a simple box-shaped wall bracket with triangular ends.

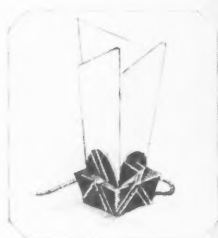


THE photographs on this page are of a series of rooms exhibited by Lord & Taylor's Department Store, New York, in a recent exhibition of modern French decorative art. This exhibition, which ran from February 29 to April 1, attracted widespread attention, not only in New York, but throughout the country.

This type of furniture and decoration may seem eccentric to some of us, but it is of growing commercial importance. Practically all the furniture exhibited was sold, which indicates that people are getting over laughing at modern decoration and be-

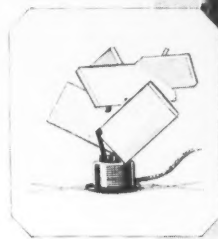


A ceiling fixture consisting of a glass plate suspended by silver chains from the ceiling, providing necessary general lighting in an inconspicuous manner.



A table light of three pieces of oddly shaped glass held in a cut brass base.

Below—A table light of several pieces of oblong glass held together by a bronze tree.



IN A few cases concealed lighting was well employed. All of the rooms were well lighted and in all of them the light source was unobtrusive. No color was employed in any of the wall or ceiling fixtures. And color only to a moderate degree in the table lamps, which were not a marked feature in these rooms. It was interesting to note that neither bridge nor floor lamps were used at all.

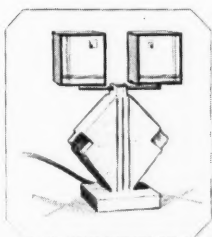
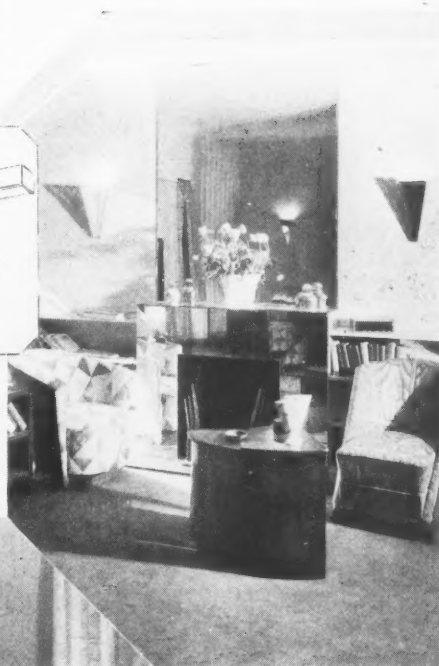
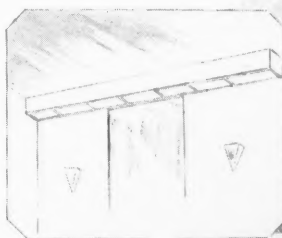


the Trend in "Modern" Lighting

ginning to buy it. One reason is that this furniture is practical. It is built for the restricted spaces of modern dwellings. It is generally low, close to the floor, giving even a relatively small room an effect of height and spaciousness.

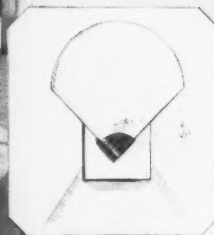
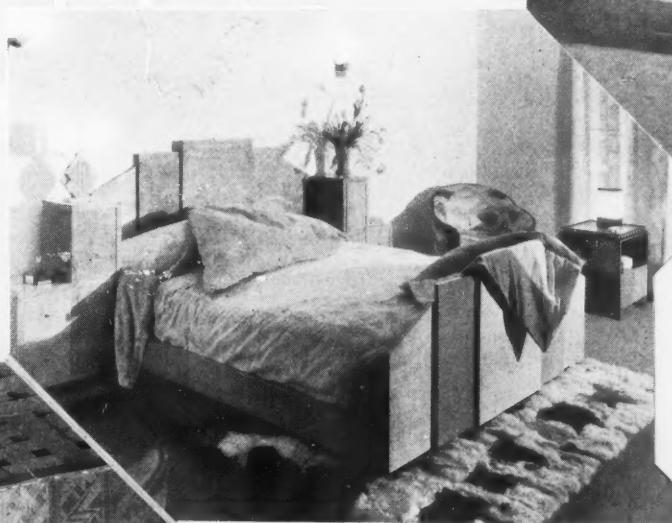
Of special interest to the electrical man was the lighting. All this lighting equipment is designed for use with electricity. In this equipment we get away from the inspiration of the candle and the oil lamp and come to a simple combination of three elements—the electric light source, the metal support and a shield of translucent glass.

In this living room the lighting is from a trough with a glass bottom which fills the ceiling space above the fire-place end of the living room.

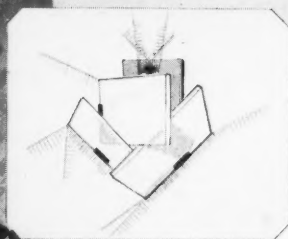


Above—A lamp with a bronze base and square glass shades.

Below—A lighting unit for large rooms. Frame of wood holding four glass sheets.



Simple wall bracket consisting of a metal holder and a leaf-shaped glass sheet.



Glass and metal wall bracket formed of three sheets of glass covering the lighting source.



THE glass used resembled sanded or ground glass of a good quality. A few were of sculptured glass. The wall brackets, ceiling fixtures and table lamps shown in detail on this page were all sheet glass. Metal parts were of brass or bronze; in some cases of silver.

Another characteristic of this exhibit was the absence of extreme design. Most of this lighting equipment, especially the brackets and fixtures shown, could be appropriately used in any home today.

ANNOUNCING

The new

EUR

COMBINATION HOME WITH DETACHABLE



Again Eureka lengthens its lead, as pace-maker for the industry. We announce the new Model 11 Combination Home and Automobile Cleaner, embodying improvements which truly may be called the greatest forward step ever made in vacuum cleaner design.

The superiority of former great Eureka's, in design, construction and cleaning effectiveness, has been carried to even greater heights. By the turn of a thumbscrew the regular handle may be instantly removed and a 25-foot special cord plugged in. In a "wink" Model 11 is converted into a light, compact vacuum power plant for operation where ordinary cleaners cannot be used.

At last—a perfected cleaning service, never before available! Women will find the Model 11 a tremendous convenience for cleaning stairways, cupboards, closets and all "hard-to-get-at" places. It may be set anywhere in a motor car, the cleaning hose reaching every corner—cleaning swiftly, easily, without the slightest awkwardness or inconvenience.

This great improvement had to come. Higher cleaning standards in the home—and the universal demand for a handy and effective method of cleaning motor cars—called for a cleaner more flexible, and with a wider range of usefulness, than even the best of

NCING

model 11

EKA

AND AUTOMOBILE CLEANER HANDLE

preceding household cleaners. It remained for Eureka to find the 100% answer.

The Detachable Handle which makes the Model 11 a real "all-purpose" cleaner is but one of many great improvements. "Super-Vacuum" puts the Eureka in a class by itself for cleaning power, while other new features are responsible for its amazing convenience, ruggedness, and ease of handling.

Model 11 offers unique selling advantages to Eureka dealers. It makes possible a more spectacular demonstration; easier and readier sales. It opens a larger market—among present cleaner owners—to whom the superiority of this greatest Eureka over their old equipment is instantly apparent. Thousands of women already have taken advantage of Eureka's liberal trade-in arrangement.

Investigate the opportunity offered by the Eureka in your territory. Learn more about our dealer trade-in plan, and other liberal features of the Eureka franchise. Write or wire the factory for an interview with the nearest district manager.

EUREKA VACUUM CLEANER COMPANY
DETROIT, U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World
Canadian Factory, Kitchener, Ontario. Foreign Branches: 8 Fisher Street, London, W. C. 1, England; 58-60 Margaret Street, Sydney, Australia.



The perfect cleaner for stairways—and for scores of other awkward cleaning jobs.



Set it on the running board—or inside—it makes car-cleaning a joy.

**We Gave Them More
Of What They Wanted**

**SUNNY LINE
APPLIANCES
Inc.**

4058 Beaufait St., Detroit, Mich.
Canadian Factory: Onward Mfg. Company, Ltd.
Kitchener, Ont.

The *New* Sun
WITH OCTAGON

**ETER
TER
IER
OOTHER
TTER**

WE FOUND what women wanted in washing machines—and gave them more of it.

This is the secret of our success—it can be the secret of your success, if you sell Sunnysuds.

Dealers big and little are flocking to Sunnysuds—making money—and how! Our business is good, because our dealers are making money.

It's a beautiful washer! Exclusive octagon shape,—beautiful design—splendid, durable, lacquer finish.

It washes with lightning speed, and gentle ease. Safe, convenient, durable—it's got more of everything.

Why don't you get in on the profits?

SUNNY LINE APPLIANCES, Inc.



n nysuds
ON COPPER TUB

Roads *and* Resorts

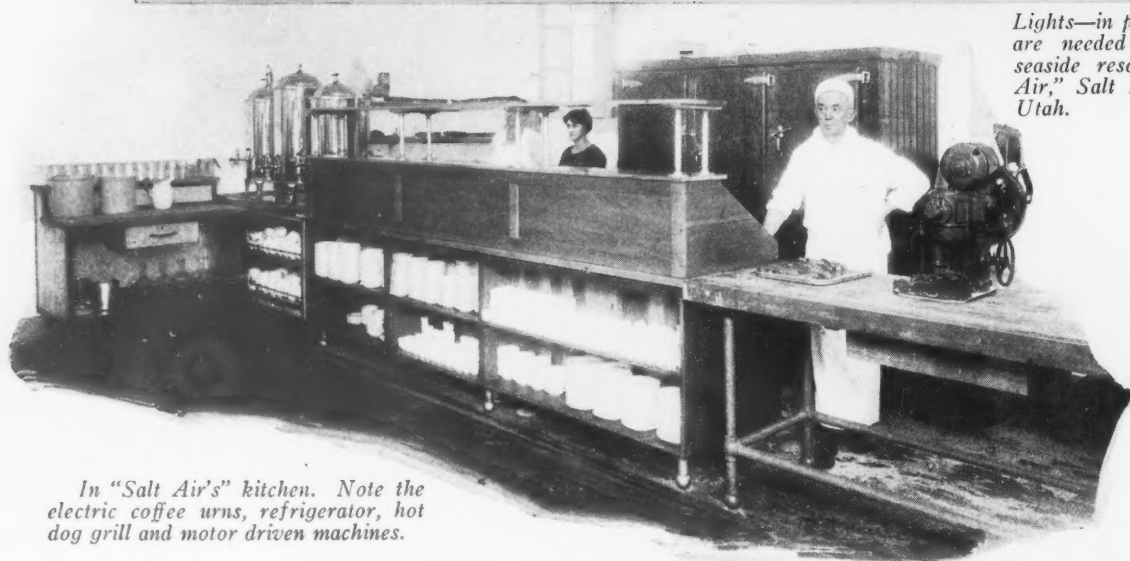
for Spring Business

Electrical appliances are needed on every road this summer. "Hot dog" stands that provide refreshment for the motorist enroute to the seashore or mountains can best fill his needs with electric griddles, electric percolators and similar cooking devices.

All roads lead to the resorts. And at these resorts as well as on the roads that lead to them, is a tremendous opportunity for the sale of appliances and electric light.



Lights—in profusion—are needed at every seaside resort. "Salt Air," Salt Lake City, Utah.



In "Salt Air's" kitchen. Note the electric coffee urns, refrigerator, hot dog grill and motor driven machines.

All Aboard

for
the { refrigerator
health pad
waffle iron
cleaner
washer
range
percolator

Campaign

MUCH has been written concerning methods of sustaining interest in individual sales campaigns but little of the problem of maintaining enthusiasm over a number of consecutive activities. From the latter viewpoint the Arkansas Power and Light Company is keeping effort at top pitch by three ideas which thread their way through its present series of seven monthly campaigns. These drives began with heating pads on Jan. 2 and will end, Aug. 31, with percolators.

The incentives common to each campaign consist of a unique "ticket" to Bella Vista, one of the South's playgrounds, where all expenses will be paid during a three-day convention.

This utility, in other words, is holding to modest proportions the monthly prize and bonus awards and putting the savings thus effected into one "grand splurge" to come at the end of the campaigning season. It is estimated that the expense per man will not exceed \$40, or a total cost of approximately \$1,160. It is evident, therefore, that a very slight reduction in individual campaign prize monies will provide ample funds to finance this "sales camp."

APPROXIMATELY 29 persons, all the store and field salesmen connected with this property, will gather at Little Rock Sept. 2 and be transported by bus to Bella Vista. Factory representatives will be on hand to help put over an intensive course in better salesmanship and a more complete mastery of the talking points of each electrical appliance handled by the Arkansas Power and Light Company.

Special tickets have been printed for this event. Each bears seven coupons representing seven actual towns en route and representing also the seven campaigns. As soon as a new activity is started individual quotas are figured out, based on territorial receptivity, and assigned to each participant. There is a place on the ticket coupons for entering these quotas. At the conclusion of each "drive" those reaching or passing their quota present, in person or by mail, their tickets to be punched by sales promotional manager, J. A. Hine. Salesmen who do not make their quota must pay the "conductor" \$2 for each unperforated coupon. It will be noted that the total cost, even to the consistent loser, will be but \$14 for his three days at camp.

Over 50 per cent of the sales force qualified for free transportation during the January and February campaigns.

Seven appliance campaigns are scheduled this year by the Alabama Power & Light Company.

* * *

The prize for salesmen making quotas is a trip to Bella Vista, southern resort, all expenses paid.

* * *

As a man tops his quota on each campaign his transportation is paid part of the way.

* * *

When a salesmen gets his quota in the heating pad drive, a through ticket is punched from his home town to Little Rock.

* * *

When he makes his waffle iron quota the ticket carries him further, to Morrilton.

* * *

A successful month with vacuum cleaners takes him from Morrilton to Russellville.

* * *

But if

* * *

he

* * *

falls below

* * *

quota

* * *

in a campaign

* * *

he pays his

* * *

own way

* * *

between towns!

<p>Issued By Better Business TOURS <i>Walter James</i></p>	
<p>CONVENTION ROUTE GOOD FOR One first class passage between stations indicated by punch in margin.</p>	
<p>Conditions In consideration of the unusual terms on which this ticket is furnished, the holder heretofore agrees to the following regulations:</p>	
<p>1. That he will travel the entire route without stopover. 2. That he will pay the conductor, in cash, \$2.00 to cover cost of his transportation over any section of the journey for which he should fail to get his ticket punched.</p>	
<p><i>P. E. Tucker</i> General Sales and Merchandise Agent</p>	
Punch	<p>Double "B" Tours From Where-You-Are To Little Rock Good for Free passage if punched in upper corner.</p>
Punch	<p>Double "B" Tours From Little Rock To Morrilton Good for Free passage if punched in upper corner.</p>
Punch	<p>Double "B" Tours From Morrilton To Russellville Good for Free passage if punched in upper corner.</p>
Punch	<p>Double "B" Tours From Russellville To Ozark Good for Free passage if punched in upper corner.</p>
Punch	<p>Double "B" Tours From Ozark To Fayetteville Good for Free passage if punched in upper corner.</p>
Punch	<p>Double "B" Tours From Fayetteville To Bentonville Good for Free passage if punched in upper corner.</p>
Punch	<p>Double "B" Tours From Bentonville To Bella Vista Good for Free passage if punched in upper corner.</p>

How Do You Want it—Entertainment or Margin?

ONE way to get lower prices is to help your manufacturers and suppliers reduce their costs. As costs go down, prices are pretty sure to go with them: competition will take care of that.

At the present time it is costing manufacturers too much to sell. It is costing them too much to sell to you. And the reason it is costing them too much to sell to you is because you have fallen into the habit of demanding extravagant selling methods.

Item: Every cigar, lunch, dinner, night club look-in, golf game, trip to the factory, or other lagniappe you accept goes into the cost of the goods you buy.

Item: Every hour you keep a salesman waiting around in the hope of an order is charged into the cost of the goods you buy.

Item: Every cancellation, every return of goods, every claim, goes into the cost of the goods you buy.

Item: Every scrap of advertising you accept from a supplier helps swell the cost of the goods you buy.

Look at this thing squarely. Does anyone suppose that manufacturers can forever conduct their business at a loss? They can't and they don't. In their cost of doing business is the very hefty account headed "sales expense." That item means you.

All Too Common

ONE thing contributing to our industry's "profitless prosperity" is the common attitude of fault-finding. That attitude spells death to enthusiasm, and enthusiasm is the life of sales.

The other day an engineer and a sales manager were discussing a new product. "What do you think of it?" asked the man of sales. "Well, I couldn't find any fault with it," was the half grudging reply. The salesman slumped.

Here was a product into the development of which a hundred keen men had put every ounce of their education, experience, inventiveness, judgment and skill. The engineer "couldn't find any fault with it." He did not say it was good: he did not say it defied criticism; he did not say that he had applied, and that it had withstood, every test he could conscientiously put upon it. All he could say for it was that he couldn't say anything against it. This, by the way, seemed to grieve him, as though he had somehow been done out of a constitutional right.

We repeat, such fault-finding is costing us money. Too much time is spent trying to find reasons why a thing is bad instead of reasons why it may be good. Too much time is spent trying to find reasons why money can't be made on a product or a proposition, instead of reasons how and why the thing may be made to pay.

Let us have less of this expensive, destructive and dispiriting fault-finding. It's bad for business.

Comments by

What Attitude Shall We Take Toward Electric Heating?

TWO indignant householders were recently heard expressing themselves upon the subject of the attitude taken by the electrical industry toward electrical house heating. One who had moved from a district where he had heated his home by electricity, had approached his power company and later his electric contractor to install electric heating in his new residence. He knew what he wanted and why he wanted it and he expected to be welcomed into the fold. To his surprise, he had to fight his way, as he expressed it, "through the entire electric industry." Everyone with whom he dealt went out of his way to state his own opinion that the time was not yet ripe for heating an entire home by electricity; that it was too expensive; that he had better try oil or gas—and so on.

The other testimonial came from a man who had been sold a job of electric heating and who found the actual cost of operation greatly in excess of what he had been led to expect. He then learned, for the first time, that he could have heated his home with gas for very much less, with the result that he tore out one installation and put in the other at very great expense and with many complaints.

Obviously the answer as to what attitude the electrical industry should take toward electric air heating is somewhere between these two. In the first place, the electrical industry should certainly inform itself as to exact facts and be prepared with figures, or accurate estimates as to probable costs of operation in advance, making no attempt to gloss over comparisons where these are unfavorable.

Needless to say, these figures should include all items of expense, such as less expensive type of construction required with no furnace installation, lower rate on electricity available for lighting as well as power used—and so on. If the cost of operation of a given installation is going to be high, the customer should understand it in advance. But certainly the electrical industry should state these figures as facts and not as arguments against the installation.

Experience in many parts of the country, notably on the Pacific Coast and in the Northwest, has shown that there is a real field for electric house heating and that, all things considered and fully understood, the householder is frequently glad to pay the price of additional comfort. It does not pay to *oversell* electric heating—but certainly it does not pay to *undersell* it either.

Human Nature — House Heating

by the EDITORS

The Cultivation of Trade Relations

A COAL MINE operator located near the town of Wherizzit, U. No., decided that the expansion of his mining operations depended upon the sale of baseburners which would consume his coal. He thereupon went into the baseburner business:

"As a measure of protection against the cheap type of baseburner," he declared, "the coal operator is due himself the individual consideration of marketing baseburners which will render good service. Such baseburners enable the operator to crush the business of the retailer of cheap baseburners. From the foregoing thought, it would appear that the coal operator, through his merchandising policy, is afforded the opportunity to cultivate relations with other retailers of baseburners."

The above would sound something worse than silly to central-station operators but for one noteworthy fact:—with the substitution of the words "central-station operator" for "coal operator" and "electrical appliances" for "baseburners" it won a cash award of \$250 offered through the National Electric Light Association for "the best paper on any commercial subject." What does this mean? It means that though the Commercial Section Merchandising Committee has seen the light and is fast winning the confidence of other trades, the industry as a whole has not yet begun to think in terms of "trade relations." There is much work still to be done along this line.

Asking for Premiums with Opportunity

PREMIUMS make the customer soft, say the critics; they tend to direct attention from the real merits of the situation. The prospect, habitually spoiled by being trained to look for them, no longer recognizes an opportunity to get good value for his money, but wants something for nothing.

Here is a true story told by the head of the commercial department of a western power company not in the merchandising business. A change in the service rendered recently made it necessary to enter every home served in order to make adjustments. The company's representatives were instructed to note home conditions at this time and to list all those who were obvious prospects for given equipment.

This information was turned over weekly to all local dealers. What did they do with it? The vast majority

of them did nothing. One dealer called on the commercial manager to ask if the power company were not going to put on an extra salesman to make these sales, turning the business over to the dealers when obtained. Learning that nothing of this sort was contemplated, he left, complaining of the lack of co-operation.

Of all those furnished the names, one department store alone took advantage of them. This store stopped all other advertising for this department and turned its whole appropriation into letters sent out to these prospects. Latest reports indicate that the store is doing a business far in advance of any previously handled by that department.

Are we asking for too many premiums with our opportunities?

A Faint Glimmer of Sunshine

IT IS a human failing for every man to believe that he is in the worst business in the world. The sweetest, greenest grass is in the other fellow's pasture: ours is all thistles and rocks.

Personally, we are frequently convinced that this is so, but every so often comes a faint glimmer of sunshine through the gloom. As for instance—

The United States Census Bureau and the Chamber of Commerce of the United States recently co-operated in ascertaining the experience of various classes of stores doing a combined business of \$1,500,000,000, and located in fourteen typical cities of the country, on the subject of their annual money-turn. It was revealed that electrical appliances stand fourth highest in a list of a dozen leading lines of merchandise, the only items having a more rapid turn-over (in dollars) being millinery, groceries and women's apparel.

In other words, to have an annual sales volume of \$100,000 per year, it was found that the various businesses required the following investments:

Millinery	\$8,000
Groceries	8,000
Women's Apparel	11,000
Electrical Appliances	17,000
Radio	18,000
Drugs and Toilet Goods	19,000
Furniture and Housefurnishings	21,000
Men's Clothing	24,000
Boots and Shoes	25,000
Hardware	25,000
Dry Goods	30,000
Jewelry and Silverware	50,000

Some will tearfully point to the fact that the grocer and milliner get along on half the capital our business requires, while others will congratulate themselves that they are three times better off than the jeweler. It's all in the point of view. And anyway, these figures are averages—which makes them mean nothing at all because there is no such animal as an "average" merchant.

First—
in September, 1925,
—The Idea—
“When John and Mary
Buy a Home, Sell Them
COMPLETE Electrical
Equipment.”



AVERAGE Sale

WHEN a plumber installs water pipe in a new home he usually takes "time out" to sell the owner a bathtub and sink. And when the heating expert installs a furnace he sees to it that the customer does not rush hither and yon looking in vain for radiators.

Did the plumber merely "plumb," or the heat. exp. merely install his furnace, both would lose bigger sales than they had made!

And so it is with electrical equipment. The dealer who provides just the wiring is *half-selling*. In September, 1925, Earl Whitehorse suggested through *Electrical Merchandising*, that complete equipment be sold to every new home owner when the wiring is installed, billing the customer for the entire sale. In May, 1927, Lee C. Goodwin of the Durham Public Service Company told how "It Has Been Done" in Durham, N. C. Again, in May, 1927, it was suggested that complete electrical equipment could be easily financed by writing the purchase price in on the mortgage.

A central station has done it. And now a *dealer* is doing the job. The National Home Equipment Company of Los Angeles, Calif., during 1927, sold each of its customers an average of \$950 worth of appliances and labor, this including the cost of wiring. Operating from a store on West Seventh Street, the company merchandises everything for electrical home service and specializes in group appliance installations which may be paid for with the wiring.

How does the company sell several household appliances and wiring at the same time? Principally by concentrating on new homes; employing a special sales crew which follows up building permits and other evidences of

new construction and the use of a time-payment plan which permits the *entire* job to be paid for as a unit sale. No definite basis for arranging time-payments is given to the customer in advance of the sale, but the amount of the down-payment and of the monthly installment required is arranged to suit each individual customer's need.

The time-payment feature whereby both wiring and household appliances are considered a single transaction is one of the attractive elements of this method of house-furnishing. Terms of twenty per cent down, balance in 15 months, can be secured, although by making the details of individual transactions a matter of individual adjustment it has been found that larger initial payments and shorter terms are possible without jeopardizing the sale. The firm naturally has a low limit beyond which it does not permit monthly payments and initial payment to go.

IT IS not the purpose of the company to enter the field of house wiring as a competitive business with contractors. This service is rendered only as part of the complete electrical job. In the first few months of operation the unit sale per home averaged \$950. This included appliances such as the washer, ironer, etc., and as the unit sale has gradually increased with the education of the public to this method of housefurnishing, the company expects to increase its average sale to \$1,250 per home in 1928 by installing a refrigerator, range, dishwasher and more water heaters and electrical room heating apparatus.

Some slight reduction in price is of course allowed when large sales are made. This reduction is usually well covered by the lessening of installation costs when



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\$950



equipment is placed in homes in the process of construction.

THE special sales group putting over this job in Los Angeles consists of an estimator who checks all preliminary quotations by salesmen, construction superintendent in charge of installations, four or five specialty salesmen who make the contact in the field and a home demonstrator who works in a model kitchen arranged at the rear of the sales room. The demonstrator also visits the new homes after equipment has been installed and instructs purchasers in the proper use and care of electrical equipment.

In addition to the sales force and installation crew concentrating on complete or semi-complete electrical installations, the National Home Equipment Company also maintains a specialty sales crew for the distribution of individual refrigerators, ranges, washing machines and other household appliances so that it really maintains two sales forces. The work of the crew working on single appliances has often been the means of selling complete jobs.

The company has found, of course, that the public needs educating before it will accept this complete service idea. It will take time to induce the home builder to include provision for electrical appliances in the original plans for his home. But already many builders see the advantage of this system of home furnishing and it has been well worth while going after the business through a specialty sales crew.

Now —

a Dealer Is Doing It

¶ The National Home Equipment Company of Los Angeles wires a home, then runs its average sale up to \$950 by selling the customer several electrical appliances.

¶ By featuring COMPLETE electrical equipment in 1928 the company expects to increase this average figure to \$1,250 per customer.

New MERCHANDISE

*Recent Developments in the Appliance Market
Gathered by the Editors*

What Is New and Where to Find It in This Section

Cleaners—Electair small cleaner, page 121; Eureka Model 11, page 122.

Curling Irons and Wavers—"Curl Your Own" slot-machine curling iron, page 121; Natural marcel waver, 119.

Dishwasher—Friedley-Voshardt commercial-size dishwasher, page 121.

Drink Heater—Russell, page 120.

Fans—Cincinnati and Victor, with Breeze-Spreader, page 120.

Fixtures—Lightolier, pages 120 and 122; Ivanhoe, 122.

Floor Machine—Merritt, page 118.

Irons—Hotpoint Super-Automatic, page 119; Universal, 121; Dover Maid, 121.

Ironer—Graybar table-top ironer, page 119.

Mixer—Gould 5-qt. food mixer, page 119.

Percolators—Dover, page 119; Empire tea and coffee percolator, 121.

Range—Crawford, page 119; Benjamin Consolette, 122.

Refrigerator Cabinet—White Seal, page 118.

Toaster—White Cross, page 121.

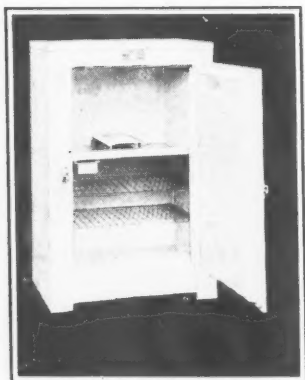
Toys—Lionel "Bild-a-Loce" Locomotive, page 122; Empire steam engine, 122.

Ventilator—Clean-Air, page 120.

Washer—Fedelco, page 118; Laundry-Dry-Ette, page 122.

Washer, Vibration Cups for—Siph-O, page 121.

Wiring Accessories—Beaver double socket, page 120; P & S intermediate base sockets and adapter, 122.



Apartment Refrigerator Cabinets

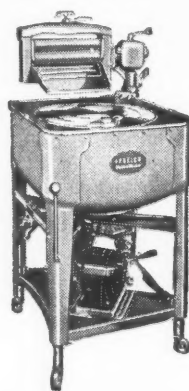
For multiple series refrigeration installations in apartment houses the Louisville Refrigerator Corporation, 4460 Louisville Avenue, Louisville, Ky., is offering a line of "White Seal" refrigerator cabinets. The cabinets are made in three models to meet the requirements of various sizes of apartment. Two of the cabinets are 36 in. high, one 24 and one 30 in. wide while the third cabinet is 49 in. high, 22 in. wide.

The cabinets are steel clad, with 2-in. cork board insulation and are air sealed. The flat tops of the 36-in. cabinets are designed to take a porcelain drain board if desired while on the 49-in. cabinet a delivery closet can be installed over the refrigerator. The model pictured is 36 in. high, 24 in. wide and 17½ in. deep, with interior of 4.23 cu.ft.—*Electrical Merchandising*, April, 1928.

New "Fedelco" Washer

Many desirable features are incorporated in the new washer announced by the Federal Electric Company, 8700 South State Street, Chicago. The washer has square-type porcelain tub, enameled on the inside and out, with large top opening and aluminum top and cover. Washing action is brought about by a three-way, submerged agitator—a multi-blade reversing impeller agitator of non-corrosive metal. The height of the tub can be adjusted by means of adjustable legs, from 29½ to 35½ in., to suit the convenience of the operator.

The washer is compact in size and requires but 23 x 23 in. of floor space. There are no oil or grease cups to fill. The wringer is of the reversible swinging type and can be swung to eight different positions. It has 12-in., cushioned-rubber rolls.—*Electrical Merchandising*, April, 1928.

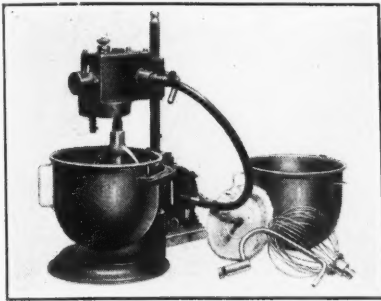


Floor Machine for Household Use

The Merritt Electric Floor Machine Company, 235 Greenwich Street, New York City, is bringing out a new electric floor machine intended for household use. Because of its four-brush support the machine is thoroughly balanced and will not run away. Two of the brushes run clockwise and two counter-wise. It is made to go squarely into corners. Its weight is 44 lb.

The machine has movable steel handle and is equipped with Westinghouse ¼-hp. motor. It has Norman Hoffman ball bearings throughout, Cutler-Hammer switch and Osborn brushes, Micarta and steel gears alternating and aluminum castings. Intended retail price, with one set of brushes, \$115.—*Electrical Merchandising*, April, 1928.

New Electrical Merchandise



5-Qt. Food Mixer

Announcement has been made of a new electric food mixer of 5-qt. capacity for household use, for use in delicatessen stores, ice cream parlors, and for mixing candy batches in small candy stores, pastry dough in small bakeries, etc., also for hotels and institutions. This new device is made by the Gould Electric Mixer Corporation, 33 West 26th Street, New York City, and will be ready for delivery about May 1.

The standard equipment of the mixer is a beater, whipper, a bread hook and a polishing-buffing wheel. This buffing wheel attachment will also permit the use of a stone or grinding wheel for sharpening knives, etc. The mixer is completely portable, weighing about 22 lb. without the motor, and can be disassembled easily and quickly. The motor ($\frac{1}{2}$ -hp. G. E., a.c. or d.c.) is on a flexible drive shaft so that it may be used entirely separate from the mixer for various purposes around the house, for drilling holes or as the motor power in lathes and other uses to which a motor with a flexible shaft can be put. The intended retail price, with equipment as illustrated, is \$100. Extra attachments, such as freezer, grinder, vegetable slicer, etc., are available.—*Electrical Merchandising*, April, 1928.



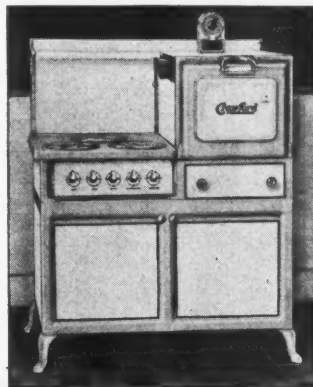
Hotpoint "Super-Automatic" Iron

In the new automatic iron brought out by the Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, the operator merely sets a throttle, which automatically controls the heat to any temperature from 360 to 520 deg. The throttle permits a range of heats to meet every ironing need.

A feature of the iron is the Calrod heating element, which is molded inside the solid iron single casting. The pressure plate is cast in one piece with the sole plate and element. The new iron has the patented Hotpoint thumb rest, hinged plug to prevent cord from wearing at plug and guard, rigid handle and heel stand. Intended retail price, \$8.80.—*Electrical Merchandising*, April, 1928.

"Crawford" Ranges in Color

One of the pioneers of color in electric ranges is the Walker & Pratt Manufacturing Company, 31 Union Street, Boston, Mass. This company is now offering ranges in a choice of three colors, Spring Green, Gulf Blue and Oriental Yellow.—*Electrical Merchandising*, April, 1928.



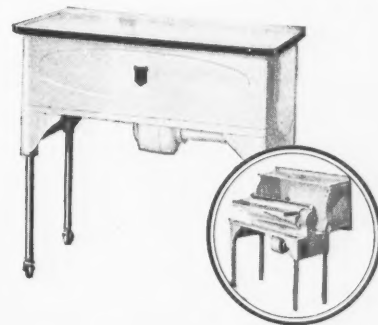
Crusaders All

FEW appliance designers, manufacturers or merchants look upon themselves as Great Emancipators—Great Crusaders—whose mission it is to free the housewife from needless drudgery and to enable her to make of housekeeping something more than endless washing, ironing and scrubbing.

The men and women who are responsible for making available mechanical aids that can be used and afforded by the average home are just as romantic figures and are working in as worthy a cause as any Crusader of old.

But even with all that has already been done, there is still an enormous undertaking before the industry to bring out more and more and even better and better devices that will insure to the home the same degree of efficiency the modern factory enjoys.

Every month in this section is found new equipment that every home needs. Let's make our crusade the great job of bringing these tireless mechanical aids to the attention of every home in the country and then work to get them installed in these homes.



Graybar Table-Top Ironer

Many distinctive features make up the new Model 4 table-top ironer announced by the Graybar Electric Company, Inc., 420 Lexington Avenue, New York City.

The ironer is a combination ironer and kitchen table. When closed it is a handy little table measuring 36 in. long, 18 in. wide and 32½ in. high.

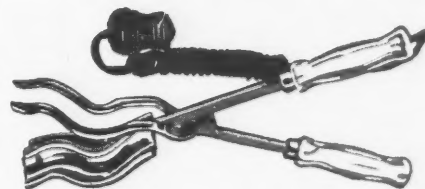
The top is white porcelain enamel with black enamel edge; the body is white enamel with nickel finished controls and trimmings; and the legs are black enamel, equipped with easy-rolling rubber-tired casters.

The shoe is white nickel on a special aluminum alloy. It is electrically heated with single heat switch conveniently fitted in double receptacle with the motor switch, located at right of receiving board. The entire surface of the shoe is accessible for cleaning.

The roll is 30 in. long and has a full open end. There are two automatic controls, knee and finger and an emergency release. A presser device is a feature of the ironer.

All moving parts of the ironer are enclosed. When open, the cover serves as a guard for the hot shoe. The motor is $\frac{1}{2}$ hp. No attention need be given to oiling as a pump in the gearing automatically takes care of the lubrication.

The ironer is intended for operation from a wall outlet. Its intended retail price is \$165 East of Rockies; \$175, West.—*Electrical Merchandising*, April, 1928.



Marcel Waver

The Liberty Gauge & Instrument Company, Cleveland, Ohio, which has purchased the Variety Machine & Stamping Company, is offering an improved model of the former Variety "Natural" marcel waver. The new model is known as the Liberty "Natural" marcel waver and is designed to make a hair wave that is natural in appearance.

The waver is made of special deep-drawn, cold-rolled steel and allows for ample depth to waves. All metal parts are nicked and the handles white enameled. A 6-ft. green and white silk cord and two-piece plug increase the attractiveness of its appearance. The waver is 11 in. overall and is rated at 30 watts, 110 to 120 volts, a.c. or d.c. Intended retail price, \$2.85; extra elements, 50c. each.—*Electrical Merchandising*, April, 1928.

New Electrical Merchandise



Three New "Dover" Percolators

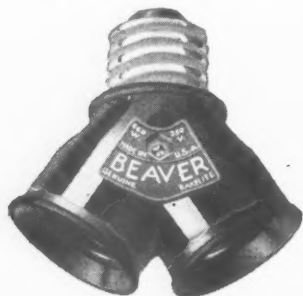
Among recent additions to the "Dover" line, made by the Dover Manufacturing Company, Dover, Ohio, are three new percolators—Nos. 504, 518 and 528.

All three models are of aluminum, paneled design, and are equipped with the Vea "No-Burn-Out" heating unit. No. 504 is of 4-cup capacity and retails for \$3, including cord. No. 518 is in 8-cup size and has the Dover feature that dispenses with wells or valves, making it easy to keep sweet and clean. It is intended to retail at \$4.50. No. 528 is also of 8-cup capacity and is listed at \$5. Nos. 518 and 528 are illustrated. 518 above and 528 below. No. 504 is somewhat similar in design to 518.—*Electrical Merchandising*, April, 1928.



Double Socket

The Beaver Machine & Tool Company, Inc., Newark, N. J., has brought out a new and improved double socket of brown bakelite, known as B-15. This new wiring device is small and compact and of distinctive appearance. The mechanism is sturdy and of the well-known Beaver quality. The socket is packed ten to a counter display carton and is intended to retail at 35c.—*Electrical Merchandising*, April, 1928.

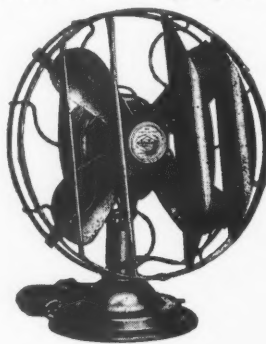


Two Fans and Circulator

For the fan season the Cincinnati Victor Company, 712 Reading Road, Cincinnati, Ohio, is offering two table fans and a "Breeze-Spreader" circulating device. There is also a combined fan, circulator and lighting fixture which was described last month in this section.

The circulator device is designed to provide circulation of air without draft and to produce a steady, comfortable breeze from all directions over a wide area. It can be easily attached or removed and is listed at \$1, in finishes to match fans.

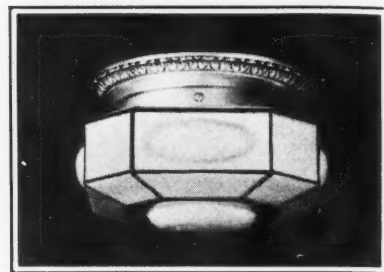
The fans offered by the company are the "Victor" and the "Cincinnati," both 12-in. non-oscillating fans, intended for operation on a.c. 60-cycle circuits, although they may be obtained for 50-cycle operation if desired. The "Victor" has single speed control while the "Cincinnati" has three speeds. The former is finished in antique bronze with steel, bronze-finished blades, and retails for \$13 while the latter is finished in ebony with brass blades and is listed at \$16. Both fans have spherical, self-aligning bearings with phosphor bronze bearing surface, automatically lubricated by wicks which draw their oil from receptacles. The switch is of lever type. The motor is suspended in rubber, to reduce motor noise to a minimum.—*Electrical Merchandising*, April, 1928.



Ventilator With Adjustable Panel

With the motor suspended in rubber, the new "Clean-Air" ventilator assures quiet operation, explains its manufacturer, the Cincinnati Victor Company, 712 Reading Road, Cincinnati, Ohio.

The ventilator is mounted on an adjustable panel, made to fit any window from 26 in. to 32 in. wide. It has self-sealing adjustable metal flap that keeps out rain, snow and insects. The panel does not interfere with the hanging of blinds, or raising or lowering of either sash or screen. The motor has single speed control and is rated at 110 volts, 60 cycles, a.c. It may also be had in 50 cycles. The switch is of the plunger type.—*Electrical Merchandising*, April, 1928.



Two New "Lightolier" Fixtures

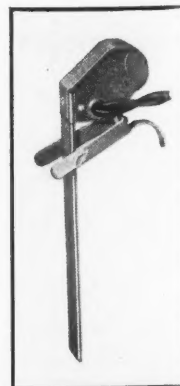
Pictured above is a new indoor and outdoor fixture with an unusually shallow globe, only 3½ in. deep, making an ideal fixture for low-ceiling installation. The fixture is made in rust-proof natural bronze for outdoor use and in Apple green and Corona gold for indoor use. It has an octagon glass shade 8½ in. wide, with leaded effect. This leaded effect is secured by fire-etching, thus retaining the strength and durability of one-piece construction. Intended retail price, \$5.20.

Below is kitchen unit made in color to tie in with the present demand for color in the kitchen. The fixture is wired complete with keyless socket and crossbar and has a glass globe, 9½ in. in diameter. It may be had in a choice of colors, black, blue, green, red and orange, with white globe with trimming band in color to match the hanger. Intended retail price, \$5, installed. The Lightolier Company, 569 Broadway, New York City.—*Electrical Merchandising*, April, 1928.



Drink Heater

Soda fountains and light-lunch counters can meet the enormous demand for hot chocolate, cocoa, tea, Ovaltine and malted milk with the new "Drink Heater" of the Russell Electric Company, 340 West Huron Street, Chicago. The heater is entirely automatic in operation. By pulling the trigger to remove the guard so that the heater can be inserted in the mixing cup automatically turns on the current. Removing the heater from the cup automatically turns the current off. Intended retail price, \$7.50.—*Electrical Merchandising*, April, 1928.



Electrical Merchandising, April, 1928

New Electrical Merchandise

Slot-Machine Curling Iron

By the insertion of a coin—5 or 10c.—an electric curling iron, ready for use, is made available through the new "Curl Your Own" machine brought out by the Electric Vending Corporation, 200 Hudson Street, New York City.

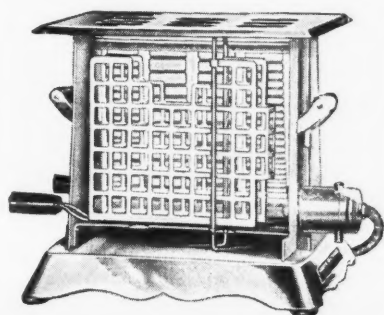
The machine is an attractive metal coin device, operating under the control of a clock mechanism. The insertion of a coin (5 or 10c., according to the type of machine selected), and a twist of the handle is all that is required to start the machine. After a period of from two to five minutes it automatically shuts off, completing the operation. A coin detector mechanism protects operators from counterfeit coins and slugs. The curling iron is similar to the ordinary electric curling iron.

The "Curl Your Own" machine is intended for use in hotels, restaurants and other public gathering places. It is attached to the wall and is made for operation from any lighting circuit, 110-115 volts. It is equipped with a 25-watt lamp over the mirror and the iron consumes 17 watts. The mirror measures 8 x 10 in. and the metal case is finished in cream enamel. The machine, the manufacturer points out, has been inspected and passed by the Underwriters Laboratories. The intended price of the machine is \$60.—*Electrical Merchandising*, April, 1928.

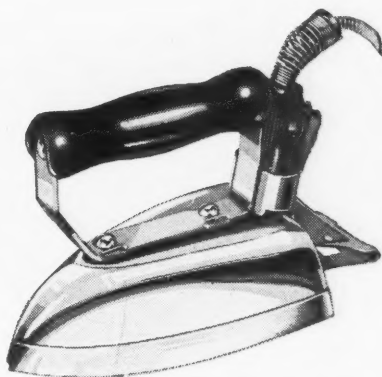


"White Cross" Reversible Toaster

Two large slices of bread can be toasted at the same time, without handling, by the new No. 229 "White Cross" reversible toaster brought out by the National Stamping & Electric Works, 3212 West Lake Street, Chicago. The toaster has mica insulated Nichrome heating element. It has ventilated holder top that keeps the toast warm and crisp. It is equipped with feed-through switch and has cushioned legs, preventing scratching or marring of furniture. The toaster has full length cord and attachment plug and is packed singly in attractive carton.—*Electrical Merchandising*, April, 1928.



Electrical Merchandising, April, 1928



"Dover Maid" Iron

The Dover Manufacturing Company, Dover, Ohio, is announcing a new 6-lb. "Dover Maid" iron, equipped with the Vea "No-Burn-Out" heating unit. Other features of the iron are the large ironing surface, balance and design. It is finished in nickel and has 6-ft. blue and silver cord. Packed in individual display carton. Intended retail price, \$3.75.—*Electrical Merchandising*, April, 1928.

Anti-Vibration Rubber Castor Cups

To save wear and tear on machines and to eliminate the jarring noise of mechanical equipment, so objectionable to those on the floor above or below, the Siph-O Products Corporation, 60 India Street, Boston, is offering its "Siph-O" Anti-Vibrator rubber castor cups. These anti-vibration cups are intended for use with electric washing machines, refrigerators, ranges, ironers, sewing machines, battery chargers, radios, etc., and for banking and office equipment and household and hotel furniture.

The cups are made of new live rubber. The ring vacuum clings to the floor and the cup vacuum absorbs motor vibration and acts as insulator. The intended retail price, 15c. each; 50c. for four cups.—*Electrical Merchandising*, April, 1928.



Small Hand Cleaner

Another small cleaner appearing on the market is offered by the Electair Company, 4750 Sheridan Road, Chicago. The cleaner has polished aluminum case and a stiff brush at the top of the shoe provides the brushing action. Control is through a toggle switch conveniently located near the handle. A 15-ft. cord is included in the equipment. The cleaner weighs but 4 lb. Intended retail price, \$21.50.—*Electrical Merchandising*, April, 1928.

4-Cup Tea and Coffee Percolator

Either tea or coffee, of any desired strength, may be made in the new "Empire" 4-cup combination tea and coffee percolator of the Metal Ware Corporation, Two Rivers, Wis. For coffee, the coffee is placed in the coffee basket and is percolated as in any electric percolator, while for tea, the coffee basket is replaced with a special tea ball. The percolator is finished in nickel and is intended to retail at \$6.75.—*Electrical Merchandising*, April, 1928.



Price Reductions in "Universal" Irons

Announcement has been made by Landers, Frary & Clark, New Britain, Conn., of price reductions on "Universal" irons. The reductions are as follows: No. E9023 auxiliary 3-lb. iron, from \$3.50 to \$2.95; E9070, 6-lb. "Universal" Standard, from \$5 to \$3.95; E909 Wrinkle-Proof iron, \$6 to \$4.95; E9191 Wrinkle-Proof with handy switch, \$6.75 to \$5.95. The Super-Automatic iron, No. E9092, is \$7.75.—*Electrical Merchandising*, April, 1928.

Commercial-Type Dishwasher

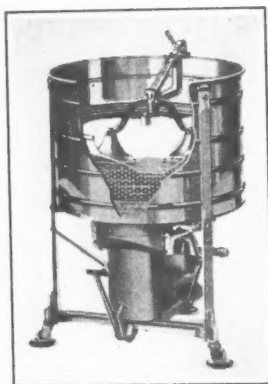
In addition to its household size dishwasher, the Friedley-Voshardt Company, 733 South Halsted Street, Chicago, is manufacturing a commercial-size machine which may be had in two types—for intermittent and for hard, continuous service. The former model, No. 3516 has 1-hp. motor while the latter, No. 3514, has 1-hp. motor. The dish capacity of each is 35 to 50 pieces.

The container, with removable door, is built of heavy sheet copper, tinned on the inside and highly finished in nickel plating on the outside. It is equipped with a powerful spray consisting of four revolving nozzles which are attached to a large revolving center arm. An overflow cup and strainer are provided in the bottom of the container, permitting the removal of greasy water. The intended retail price of No. 3516 is \$165; No. 3514, \$220.—*Electrical Merchandising*, April, 1928.



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New Electrical Merchandise



New "Laun-Dry-Ette"

The Sentinel Manufacturing Company, 5100 Superior Avenue, Cleveland, announces the introduction of a new and improved "Laun-Dry-Ette" equipped with hydraulic pressure washing action.

The company has been working for months on the development of the new hydraulic pressure cones which, by a narrowed shape and the addition of a flat horizontal base to each cone, are enabled to give a vigorous hydraulic flushing of the water through the garments with each downward plunge. This strong forcing of the water through the clothes is made possible by the wide perforations in the bottom of the "Laun-Dry-Ette" inner basket, permitting the full downward pressure of the water and its circulation underneath the basket, instead of stopping it by a solid basket floor.

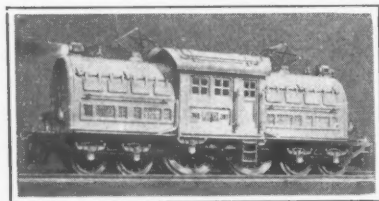
In addition to their vigorous hydraulic pressure, the narrowness of the new cones also creates a stronger vacuum suction upward with each motion, thus giving a double washing action with each stroke of the cones. A new gear ratio also provides a 12 per cent increase in the number of strokes per minute, which gives the new model augmented speed and efficiency.

The new model retains the outer tub of thick solid copper, rigid for greater strength, and heavily nickel plated within.—*Electrical Merchandising*, April, 1928.

Lionel "Bild-a-Loco" Train

There is perhaps no toy more acceptable to the average boy than an electric train unless it be an electric train that he can build himself. The Lionel Corporation, 48 East 21st Street, New York City, is offering a "Bild-a-Loco" outfit—a locomotive that any boy can build and disassemble easily and quickly. It is driven by the Lionel "Super-Motor" and comes in various sizes and styles, both for "O" Gauge and "Lionel Standard" track.

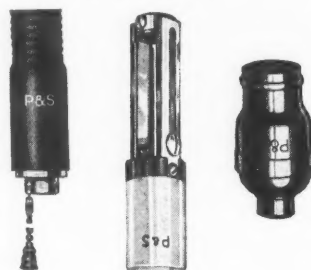
The high-powered motor can be used separately for many instructive purposes. Special attachments such as gearing, pulleys, drum, sprocket and base are included in the outfit. The motor is designed to lift a dead weight of 24 to 30 lb. and furnishes an ideal electrical power unit for the boy's construction set. The outfit comes attractively boxed. Illustrated is "Bild-a-Loco" No. 381 for "Lionel Standard" track.—*Electrical Merchandising*, April, 1928.



P & S Intermediate Base Sockets and Adapter

For the new S-11, 10-watt lamp, used for decorative lighting, Pass & Seymour, Inc., Syracuse, N. Y., has brought out a line of intermediate base brass shell and candle sockets as well as an adapter. Interior architectural features such as statuary, mural paintings and ornaments can now be illuminated effectively because the new sockets as well as the new lamps used with them can be easily concealed.

The new devices include No. 6421 intermediate base brass shell key socket, $\frac{1}{4}$ -in. cap; No. 6482 keyless intermediate brass shell socket, $\frac{1}{4}$ -in. cap; No. 6090 pull chain intermediate socket, $\frac{1}{4}$ -in. cap; No. 6215 intermediate base candle socket with pull chain; No. 6198 intermediate base candle socket, keyless; and No. 6001 adapter for converting medium base to intermediate.—*Electrical Merchandising*, April, 1928.

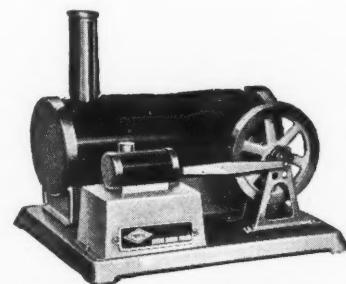
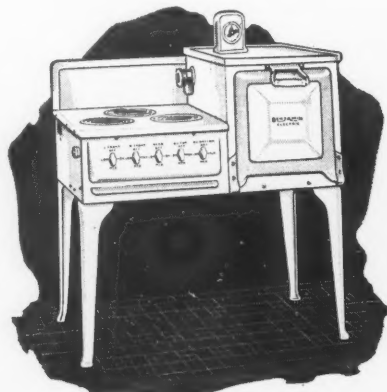


Consolette Range

To meet the demand for an electric range at a popular price and of a size suitable for kitchens of small homes and apartments, the Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago, has brought out a new Consolette range.

Outstanding features of the new range are the extra large cooking top and oven capacity in relation to the small amount of floor space ($26\frac{1}{2} \times 39\frac{1}{2}$ in.) required for the installation. The cooking top measures $21\frac{1}{2}$ in. \times $23\frac{1}{2}$ in., the oven, $14\frac{1}{2}$ in. \times $14\frac{1}{2}$ in. \times $20\frac{1}{2}$ in.

The cooking top has two 8-in., 1,200-watt units and one 6-in., 1,000-watt unit with adapter ring. The three units are removable and interchangeable. Open or closed type units may be had. The oven has two units, one top and one bottom, interchangeable and removable, rated at 1,260 watts each. The convenience outlet, 660 watts, is separately fused. The range may be had with automatic heat and time controls or with precision thermometer in white enamel case. All porcelain enamel parts are of Crysteel porcelain enamel. The range may be had in a choice of three finishes—white and French gray, white with black trim, and black baking japan with white panel, side and back splashers and handle.—*Electrical Merchandising*, April, 1928.



Toy Steam Engine

Something entirely new in toy engines is offered by the Metal Ware Corporation of Two Rivers, Wisconsin, in its Empire Model B-32 Battery Engine, which looks and acts like a steam engine, but operates with an ordinary dry cell as its source of power instead of steam.

The Empire Model B-32 is about 6 by 8 by 6 in. over all and is equipped with a half-inch belt pulley to operate light mechanical toys.

The dry cell is enclosed in the boiler shell, making the engine a completely self-contained unit. Having all the advantages of steam engine design and operation, it is always ready to go, and is started and stopped by a throttle-type switch. Intended retail price \$5.00.—*Electrical Merchandising*, April, 1928.

"Eureka" Model 11 Cleaner

In its new Model 11 cleaner the Eureka Vacuum Cleaner Company, Detroit, Mich., is offering a combination home and automobile cleaner with detachable handle. The new machine is a double-duty cleaner, converted instantly for special uses. A few turns of a thumb-screw and the regular cleaning handle is off and is instantly replaced by the 25-ft. extension handle, converting the machine into a handy, light-weight cleaner that can be easily moved about with one hand while the attachments are operated. The intended retail price is \$56.50; attachments, \$8 extra. The attachments include a 25-ft. extension cord, an 8-ft. cleaning hose, an extension tube, a radiator tool, a detachable brush, an upholstery nozzle and a floor polisher.

Announcement is made by the company of a new selling help in the two demonstration carrying cases, especially designed and built for Model 11. These two cases are offered to salesmen for \$7.75.—*Electrical Merchandising*, April, 1928.

Crystal Fixture

An attractive fixture for bedrooms, sun parlors, breakfast rooms and halls is the new No. 6826 crystal sunburst of the Lightolier Company, 569 Broadway, New York City. The fixture is 10-in. wide and is so designed that when lighted the lamp filament is concealed but is reflected through the crystal lens. The fixture is $5\frac{1}{2}$ in. long and is of polished cut crystal. The hanger is finished in Corona Gold. Intended retail price, \$7.70.—*Electrical Merchandising*, April, 1928.



Manufacturers' "Dealer Helps"

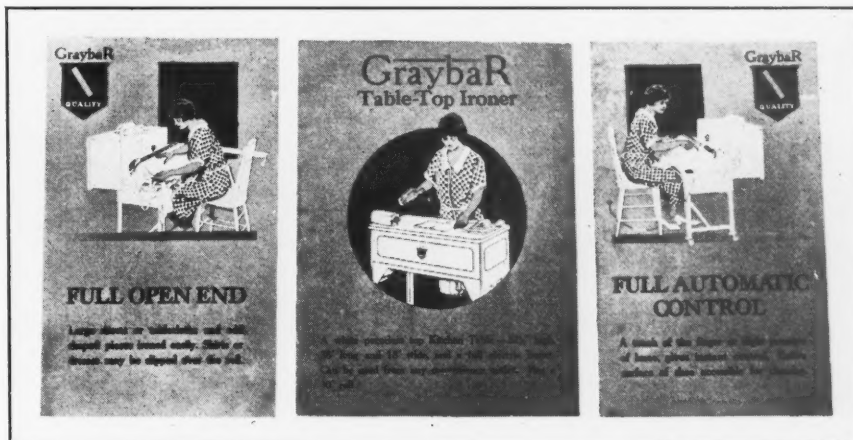
Show window, counter, mail advertising and specialty aids offered to help the dealer get more business

To Increase Ironer Sales

Ironer sales, like those of every other appliance, need stimulation now and then. To provide this stimulation, the Graybar Electric Company, Inc., 420 Lexington Avenue, New York City, has prepared a series of sales helps on its new ironer.

There is an unusually interesting advertising program available to dealers in announcing the new ironer. The series begins with a mystery appeal, "It's black and white and dust-proof. See announcement next week," followed by announcement of the ironer, pointing out its various features.

Included also is a set of window cards, illustrated here, with blue background, calling attention to the full open end, table top and full automatic control of the new ironer.

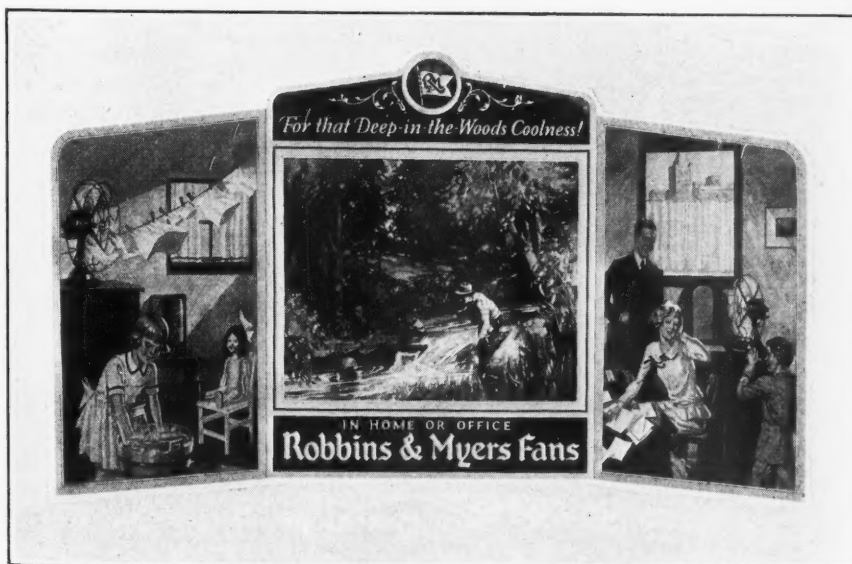


In the series of three window cards offered for the Graybar ironer, features of this new appliance are emphasized—the full open end, the table top and the full automatic control.

"Diehl" Fan Sales Helps

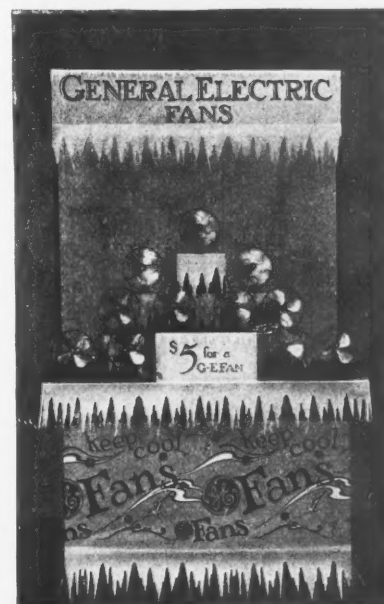
A very complete set of sales helps is offered by the Diehl Manufacturing Company, Elizabethport, N. J., to fan dealers. The material includes a unique and attention-compelling window display, a three-color nickel wall, window or counter sign, a decalcomania transfer for window or door and a window poster. Additional helps include large catalog No. 39, small catalog No. 1725, imprinted for dealer distribution, envelope stuffers, descriptive bulletins and numerous line and screen cuts for newspaper, trade paper or catalog illustration. The company announces that it will be glad to co-operate with dealers in the preparation of advertising campaigns.

MANNING, BOWMAN & COMPANY, Meriden, Conn., has a new catalog, No. 83E on the M-B line of appliances. Included in the catalog also, is the company's line of "Homelectrics" popular appliances. "You Must Tell 'Em to Sell 'Em" is an attractive publication listing the sales helps offered by the company, including newspaper advertising, and an advertising copy and layout service for dealers, window and counter cards, package inserts, envelope stuffers, booklets and to back up the dealer, a national advertising campaign on M-B appliances in "Vogue" and "Good Housekeeping."



The Power of Fan Suggestion

On a hot, sultry day the picture of a dim, cool woodland spot is certainly enough to make any one stop awhile and enjoy the illusion. And then it occurs to one that the way to preserve that illusion is to buy a fan! This new display of the Robbins & Myers Company, Springfield, Ohio, measures 64 in. wide by 34 in. high and is in full color.



G-E Fan Table Display

The fan table trim offered by the General Electric Company, Bridgeport, Conn., comes all in one package with complete directions. The display is in color and is easily set up, the only properties necessary being a table and simple wooden frame. The display is sold at cost, 95c.

THE AMERICAN FLYER MANUFACTURING COMPANY, 2225 South Halsted Street, Chicago, has completed a 32-page catalog describing and illustrating its new 1928 Rainbow Line. The catalog is strictly a dealers' catalog and contains much confidential information.

THE EDWIN F. GUTH COMPANY, St. Louis, Mo., has issued a new catalog known as Architectural Catalog No. 19. This catalog is issued on the company's Twenty-fifth Anniversary.

Gainaday Has New Demonstration Outfit

The Gainaday Electric Company, Pittsburgh, Pa., announces that its new demonstration outfit is now ready for delivery. The outfit has been redesigned to use with the latest model machines. Quite a number of Gainaday dealers have demonstration outfits purchased prior to June, 1927, which cannot conveniently be used on the present model washer because of changes which were made in the cabinet ring and lid.

In the new demonstrator the mirror is the same as heretofore so that those dealers who already have mirrors need not purchase new ones. There is a new lighting fixture which attaches to the top of the wringer gear case and a new nickel-plated copper ring which holds the circular piece of double strength window glass.

The company also offers, among its sales helps, a series of paper advertisements.



"... Or a Graybar Fan!"

Among the fan sales helps offered by the Graybar Electric Company, Inc., 420 Lexington Avenue, New York City, is a 22 x 28 in. cut-out window display in color, with two small reproductions of the card, 8½ x 11 in.



One Use of the "Day-Fan" Display

With regular store properties and the new "Day-Fan" cut-out of the Day-Fan Electric Company, Dayton, Ohio, an effective fan window display can be set up. The cut-out is part of the company's 1928 sales helps. It is a six-color window display, No. 486, the girl's dress in vivid blue and the lettering "Day-Fan Fans" in orange on a black background. Several other window and counter displays are offered.



"Sunnysuds" Bill-Board Poster

Sunny Line Appliances, Inc., Detroit, Mich., is making use of the well-known bill-board as a medium for acquainting the public generally with the "Sunnysuds" washer. The posters are furnished to dealers free of charge, imprinted with the dealer's name.

Dignifying Direct Selling

There is no doubt that the house-to-house salesman who can keep his merchandise out of sight until the attention of the householder is engaged has a great advantage over the man whose wares have been considered and passed up before he reaches the door.

With this thought in mind and to dignify the approach of the house-to-house man, the Eureka Vacuum Cleaner Company, Detroit, Mich., has designed a demonstration case for its new Model 11 combination home and automobile cleaner. Aside from the prestige gained by the cases over the awkward method of carrying an uncovered cleaner from door to door, the cases give a protection to the demonstration cleaner in bad weather and provide greater convenience to the salesman in every way.

The cases are light in weight and are made of black leatherette. They are offered for \$7.75, the actual cost to the company.



Here is a "different" sales aid that appeals to children and at the same time demonstrates the washing action of the "Easy" machine.

"Easy" Pocket Demonstrator

Because a bid for the parents' interest can be made through children, the Syracuse Washing Machine Corporation, Syracuse, N. Y., has prepared a small demonstrator that will instantly appeal to a child. The demonstrator serves a two-fold purpose—it explains the vacuum cup action of the "Easy" washer and secondly, it makes a big hit with the children. By manipulation of a tab, the cups of the washer are made to operate in realistic fashion. The demonstrator is furnished dealers at cost, \$10 per 1,000.

"So This Is Eden"

Naturally any film featuring the hero of "Kempy" and "The Poor Nut" is bound to create a great deal of interest. But this is not all that recommends the new film of the Hoover Company, "So This Is Eden," for the subject of the film is of distinct appeal to movie patrons. It depicts the troubles of a young married couple, the story ending when the husband solves his wife's problems by presenting her with a Hoover cleaner.

Our Platform:
More Outlets
and Appliances

The Weather:
Selling is in
Season

The Fixing Line News.

New York

"For the Man at the Sales Front"

April, 1928

Washer, Cleaner, Sales Highest On Record

In First Quarter, Manufacturers Shipped 280,000 Cleaners. 118,672 Washers Left Factories in January and February

NEW YORK, N. Y.—Figures just received from the two associations representing the washing machine and vacuum cleaner manufacturing industries indicate that sales of these two household devices will reach the highest level attained in years during the first quarter of 1928.

280,000 vacuum cleaners will have been sold when books are closed on April first, according to The Vacuum Cleaner Manufacturers Association. Sales for the first quarter of 1927 total 274,089 cleaners; 1926, first quarter, 258,238; 1925, first quarter, 213,232; 1924, first quarter, 194,128 and 1923, 257,131 units.

So far as washing machine figures are concerned, word has been received from the American Washing Machine Manufacturers Association that total sales for January and February are in excess of sales over the same periods in 1927, 1926 and 1925.

The following total sales are recorded by manufacturers of washing machines:

	1928	1927	1926
Jan. ...	56,728	55,319	54,557
Feb. ...	61,955	62,510	61,509
	118,672	117,829	116,066

The Association estimates that March sales will be greater than either of these first two months.

Both associations estimate that sales during the first quarter will exceed previous years, though March figures are not available.

No, Hoover Won't

There is a rumor in circulation that the Hoover Company of North Canton, Ohio, is about to enter the radio business.

This, the Hoover Company tells us, is erroneous. The company has no intention of adding vacuum tubes to its line of vacuum cleaners!

Union Electric's Modernistic Display



In this window, featuring modernistic lamps, the Union Gas and Electric Company of Cincinnati used background panels of wall board, finished in aluminum and silver with an airbrush. Shading angles and figures were air-brushed in black.

Modernistic Lamp Exhibit Finds Ready Welcome in Cincinnati

Union Gas & Electric Company's Store and Window Display Attracts City-wide Attention

CINCINNATI, OHIO.—"An exhibition of Art Moderne" was conducted in the windows and showroom of the Union Gas & Electric Company, particularly featuring moderne decorative lamps, attracted considerable attention of Cincinnati residents. Modernistic art has won a place in many Cincinnati homes. And all in the period of a few weeks because of the manner in

which this particular school of art was impressed upon the minds of residents by the lighting company display.

Personal invitations to attend the exposition were issued to the womenfolk of many of Cincinnati's prominent families. The big drawing feature, though, was the novel window setting for lamps displayed. Teachers of art and home economic classes in the city high schools had their students visit the display and several requests for permission to use the decorations were received from business firms in the city.

Beardsley-Wolcott Merger

Chas. E. Beardsley Is President-Treasurer of New \$1,000,000 Combine

WATERBURY, CONN.—The Frank E. Wolcott Manufacturing Company of Hartford, Connecticut, and the Beardsley Manufacturing Company have merged into a \$1,000,000 unit, of which Charles E. Beardsley is president and treas-

urer. Eventually, it is planned to move the entire manufacturing facilities of the Wolcott Company to its new home in Waterbury.

Bradt Is New Maytag V.P.

NEWTON, IOWA.—Filling the vacancy in the executive ranks of the Maytag Company caused by the death of Howard Snyder, Roy A. Bradt, advertising manager of the company has been appointed vice-president and a member of the board of directors. He has been with the company 12 years.

Industry Sales Conference Plans Going Forward

Four National Associations Working For Co-operative Market Development.

Chairman Sprackling Outlines Work of Committees. Tells of Plan to Hire Outside Merchandising Counsel

NEW YORK CITY, N. Y.—W. E. Sprackling, chairman of the Electrical Industry Sales Conference in a recent report outlined the work of the Conference as follows:

"The Conference is composed of delegations from the four national associations, N.E.L.A., N.E.M.A., E.S.J.A. and A.E.I., plus a delegation from the Council of the Electrical Leagues. The job assigned to the conference was to find ways and means of co-operatively developing the electrical market.

"The first meeting of the conference was primarily for organization purposes, the election of officers, appointment of committees and the determination of the primary needs of the industry in the field of market development. The conference first determined that the greatest immediate need was the adequate wiring of the homes of this country. The next immediate objective was outlined as being the proper education of the contractor, to raise the standard of this vast group to somewhere near its proper level as regards business ability and ethics.

"Committees were appointed to study these two important activities. Other committees were also appointed, dealing with national advertising, finance, merchandising and co-ordination of present groups, but the work of these committees was dependent in large measure on the findings of the first two committees.

"After the first conference the various committees went right to work with the result that at the second meeting of the conference definite reports were submitted. These reports represented a vast amount of work on the part of the best minds in the industry. The ideas expressed and the definite plans proposed in these reports will be invaluable in the final execution of whatever plan the conference adopts.

"The reports were read to the conference. Individual items were discussed. Changes were made and the revised reports finally accepted

That Extra Penny

Invested in Quality Materials Saves Labor and Increases Your Profit on Wiring Jobs

DURAWIRE

Rubber-Covered Wire
and Flexible Cords

DURAFLEX

The Safe Armored Cable
and Flexible
Steel Conduit

DURACORD

The heavy-duty
Portable Cord

DURADUCT

The fast-fishing
Single-Wall Loom

DURAX

The Non-Metallic
Sheathed Cable
of Known Quality

Order Durabilt Products
by name from your Jobber

DURABILT
REG. U.S. PAT. OFF.
PRODUCTS

*So speed up
wiring
jobs*

TUBULAR WOVEN FABRIC COMPANY • PAW TUCKER •

with the recommendation that they be submitted to the Executive Committee for correlation and final drafting into a complete plan.

"The executive committee, in talking over this procedure, felt that many things would arise that would mitigate against this committee itself working out a final plan even with the help of commit-

such a merchandising counsellor is appointed, there should also be appointed a working committee of the conference whose duty it would be to meet with the counsellor as often as necessary to check up on the progress of the work. It is also deemed advisable to have the staff of the Society for Electrical Development work in close harmony with the counsellor on all details of the plan.

"With all of these thoughts, and many others of a minor nature, in mind, the Executive Committee feels that a sum of \$25,000 should be raised to hire competent merchandising counsel, formulate a plan and "sell" that plan to the industry. The committee has recommended that this sum be obtained from the four national associations, equitably divided according to the ability of each association to support this movement."

New Coleman Store

ALLENTOWN, PA.—Coleman Brothers has just moved into its new "electrical department store" in Allentown, devoted exclusively to the sale of electrical appliances.

East Meets West



Harry B. Kirkland of the S.E.D., New York, wears a "hard hat." Eugene L. Knight, president of the Portland, Oregon, Association of Electragists sports a "soft." Which leads us to wonder—do hats vary inversely with geographic location? Is there some relationship between hat and habitat? And if so, could a gentleman from Chicago be reasonably expected to flaunt a trench helmet?

tee chairmen whose aid would be available. The two main objections were as follows:

(1) The impracticability of getting busy executives in widely scattered sections of the country to attend frequent meetings and devote the vast amount of time necessary to do the work and do it well.

(2) The inadvisability of men so close to the various problems of the industry, endeavoring to formulate an ideal plan.

"So the committee feels that we must hire an outside counsellor, unbiased in opinion, neutral in background, admirably equipped with merchandising brains and ability.

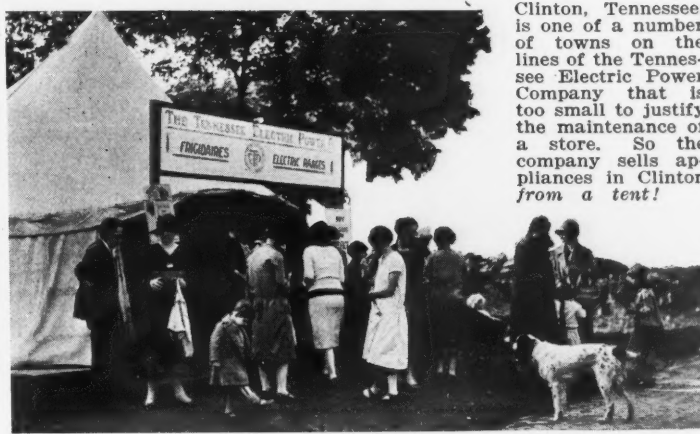
"Such a person or organization would take the vast wealth of information, ideas and plans, and make a careful study of them. Then he would go out and study us—the various branches of the industry—find out how we think, what we want and how we think we ought to get what we want. This, plus the excellent material we will give him, plus his knowledge of the public, will enable him to devise a plan that should be far more workable and equitable and sensible than any plan coming from within the industry itself.

"To engage an outside organization for this planning work would in no way mean that the excellent work already done by the conference committees would be done away with. It is also well to state that it is the thought of the executive committee that, if and when

Electrical Conventions on the Calender

American Oil Burner Ass'n.	With Exhibits	Chicago	April 3-5
Artistic Lighting Equip. Ass'n.	With Exhibits	Hotel Sherman, Chicago	June 11-16
Elect'l Supply Jobbers Ass'n.	Annual Meeting	Hot Springs, Va.	June 4-8
Nat'l Elect. Light Ass'n.	Annual Meeting	Atlantic City, N. J.	June 4-8
	Northwest Div.	Portland, Ore.	June 19-22
	Pac. Coast Div.	Hotel Huntington, Pasadena	June 12-15
	East Central Div.	Cedar Point, O.	July 10-13
	Michigan Section	Mackinac I., Mich.	July 5-7
	Southeastern Div.	Miami, Fla.	April 11-14
	Southwestern Div.	Edgewater-Gulf Hotel, Miss.	April 3-5
Nat'l. Elect. Credit Ass'n.	Annual Meeting	Boston, Mass.	July 16-17
Nat'l. Elect. Manufact'rs Ass'n.	Annual Meeting	Hot Springs, Va.	June 11-15
Pub. Utilities Adv. Ass'n.	Pac. Coast Div. and Int. Adv. Exp.	Los Angeles, Cal.	June 12-15
Radio Manufact'rs Ass'n.	With Exhibits	Detroit, Mich.	July 8-12
		Stevens Hotel, Chicago	June 11-15

The "Overhead" Here Is Canvas.



Clinton, Tennessee, is one of a number of towns on the lines of the Tennessee Electric Power Company that is too small to justify the maintenance of a store. So the company sells appliances in Clinton from a tent!

"Subtractors and Squealers," Joe Fowler's Topic in New York

Memphis Contractor and President Chamblin of Electragists Address Electrical League

NEW YORK, N. Y.—Joseph A. Fowler, past president of the Association of Electragists, International, and prominent Memphis contractor, addressed the New York Electrical League at the Hotel Commodore on the occasion of its March luncheon, March 21st. His topic was "Subtractors and Squealers."

Clyde L. Chamblin, president of the Association and a number of prominent Electragists, in New York to attend an Executive Committee meeting of the association, also attended. The Electragists were: Laurence W. Davis, A. C. Brueckmann, L. E. Mayer, E. C. Headrick, J. H. Schumacher, G. E. Shepherd, S. J. Stewart, Chas. E. James, W. Creighton Peet, L. K.

Comstock and James R. Strong. Mr. Chamblin, introduced by Earl Whitehorne, president of the New York Electrical League, delivered a short talk.

149 Washers, First Day!

Utah Power and Light Campaign Will Run for One Month

SALT LAKE CITY, UTAH.—The Utah Power and Light Company, with headquarters in this city, sold 149 "Automatic" electric washing machines in the first day of its contest which began on the first of March.

Final results of the campaign are not yet available, though the drive in Salt Lake and other company properties was concluded on April 1st.

Bobker With Cable Supply

NEW YORK, N. Y.—After a period of four years with the Supertron Manufacturing Company, H. Bobker is now associated with the Cable Supply Company, Inc.

Doherty Electric Properties Sold Average of \$15.25 Worth of Appliances Per Customer In 1927

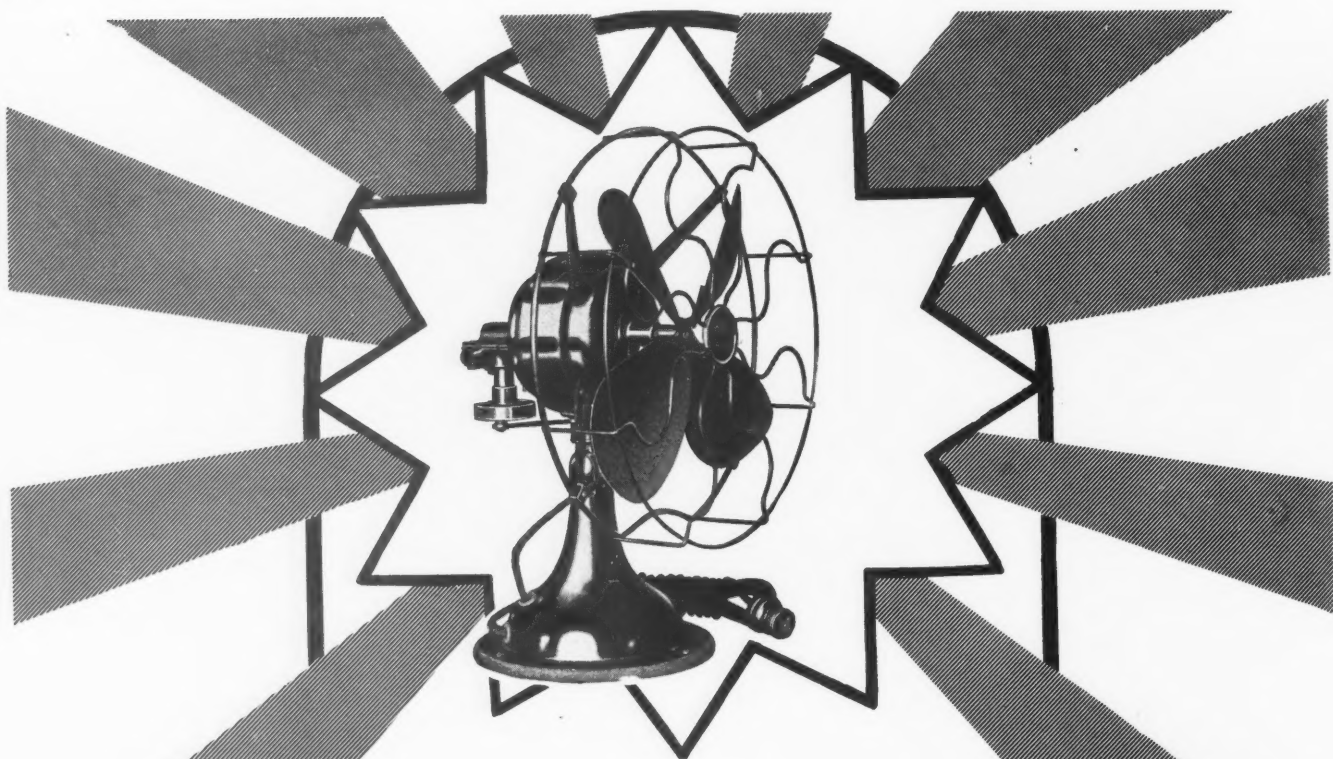
Electrical Appliance Sales Reached Total of \$5,626,008 During Year

NEW YORK, N. Y.—Henry L. Doherty & Company electric properties sold \$5,626,008 worth of electrical appliances in 1927, representing the sale of \$15.25 worth of appliances per average electric customer. This is a somewhat lower figure than that recorded in the Doherty Year Book for 1926, which listed the sale of \$5,709,039 worth of appliances or \$16.77 per average customer.

However, all Doherty properties report sizeable increases in the sale of current to domestic users, the average increase being 10 per cent greater than in the previous year, 1926. A large number of companies report sales to domestic customers in excess of 400 kilowatt-hours per month for twelve months and in several of the companies these sales reached a total of 500 kilowatt-hours per year.

Doherty properties sold 5,937 electric refrigerators last year, both commercial and domestic units, representing a gross sale of approximately \$2,000,000 worth of merchandise. A number of installations consisted of units alone, without boxes. The annual increased current consumption to be obtained from these installations is estimated to be about 4,000,000 kilowatt-hours.

Radio equipment sales totaled \$600,000 in all properties during 1927. A total of 3,131 receiving sets were sold as well as a great deal of accessory equipment.



“Shelf Loafers” Are Profit Eaters— Not Earners

Electric fans that loaf on your shelves are profit eaters—not profit earners. You'll find no “shelf loafers” in the Robbins & Myers line.

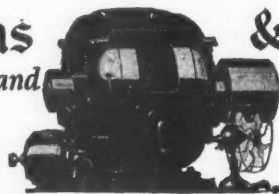
Their inherent beauty and generous blades instantly attract the eyes of your customers. And it's the appeal to customers that moves your stock.

Dealers who handle R & M fans have found these statements to be facts. That's why they stock them year after year.

Send for “Robbins & Myers Fans—1928.” Select your line for the coming season now and be ready for the first warm days.

THE ROBBINS & MYERS COMPANY
Springfield, Ohio Brantford, Ont.
Agencies in all principal cities of the world

Robbins & Myers
Fans and Motors



What It Costs to Run a Range

ROCKFORD, ILL.—D. L. Cash of the Rockford Electric Company, has compiled the following data on the cost of operating a "Standard" electric range. The information is based on studies in six different towns over a period of one year or more.

No. of Families	Persons in Family	Average Kw. per Month	Av. Cost (3c. rate)
72	2	77	2.31
39	3	90	2.70
27	4	99	2.97
17	5	105	3.15
8	6	132	3.96

Jefferson Electric and Chicago Fuse Combine

To Be Known as Chicago-Jefferson Fuse & Electric Company

CHICAGO, ILL.—The Jefferson Electric Manufacturing Company and the Chicago Fuse Manufacturing Company, both of Chicago, have formed a combine to be known as Chicago-Jefferson Fuse & Electric Company, with offices at Laflin and 15th Streets.

Jefferson Electric is well known in the electrical, radio and automotive trades for its line of transformers, radio tube rejuvenators and testers, automotive coils and testers and gas engine coils. Chicago Fuse enjoys a large following for its line of renewable and non-renewable fuses, Gem Powerlets and switch and outlet boxes. The new company will continue to sell through recognized jobbing channels and will be headed by J. A. Bennan, formerly president of Jefferson.

A. R. Johnson, formerly the Jefferson Electric secretary is vice-president; A. E. Tregenza, formerly vice-president of Chicago Fuse, is also vice-president of the new company. J. C. Daley, of Chicago Fuse, is treasurer.

Graybar Personnel Changes

NEW YORK, N. Y.—J. A. Mayer has been appointed Oklahoma manager with headquarters at the Oklahoma City branch of the Graybar Electric Company. R. W. Conrad holds the same position in Tulsa.

Silver Is With Taylor Washer

CHICAGO, ILL.—Charles Silver, formerly in charge of the retail advertising department of Pickus-Weiss, Inc., and more recently with Vanderhoff and Company, has been appointed advertising manager of the Taylor Washing Machine Company which operates six retail stores in Chicago.

Wotta Washer Wallop!—Illinois Power Sold 423 In Two Weeks

Four Utility Divisions Sold \$42,194 Worth of Merchandise Last Month Without a Single Home Demonstration

DECATUR, ILL.—"Thor," we are told, was the Scandinavian god of thunder. If so, the Illinois Power and Light Corporation's "Thor" washing machine drive last month was aptly named.

It was not so Scandinavian, but it sure packed a lot of thunder!

In two weeks, from February 18th to March 3rd, four company divisions sold \$42,194.25 worth of washers without making a single home demonstration. The division totals are as follows:

Division	Quota	Sales	% of Quota	Dollar Value
Decatur.....	100	202	202	\$20,149.50
Danville.....	80	110	137	10,972.50
Jacksonville..	20	27	135	2,693.25
Champaign....	70	84	120	8,379.00
Totals.....	270	423	156	\$42,194.25

During the campaign each branch unpacked all the washers in stock and placed them "en masse" on the sales floor. \$270 in division prizes was paid for high standings. This money was distributed to salesmen in the winning division. Group prizes were also paid to commercial managers and to the outstanding three salesmen in each group. \$2 bonus was paid for employee leads which were productive of sales.

S. D. Darley, commercial manager at Jacksonville, reached his quota first and won first division prize. The commercial managers of the competing divisions are: D. M. Little, Decatur; E. A. Ravencraft, Danville and Harry D. Owens, Champaign.

Regular company salesmen were used. These men had just been taken from an iron campaign, reported in last month's *Electrical Merchandising*, and are already at work on electric ranges. Thus proving that good salesmen are good even if they do not specialize in one appliance.



'Ray for Roy

When Roy A. Bradt unlimbers this genial smile of his—and when he has something to sell—well, there is nothing much one can do but fold right up and take it. Roy has a persuasive way about him and has just persuaded the Maytag Company of Newton, Iowa, that as an advertising manager he is a swell vice-president. So now Roy is v.-p. and a director in the company.

Business is Business



Somewhere, we saw this charming little snapshot of S. E. Applegate with his two children. We inveigled him into sending it to us and asked that he accompany it with a "homey" and informal little word picture about the family. So Applegate, who is incidentally sales manager of the Ironite Ironer Company volunteered this sprightly little paragraph:

"Our sales for February showed an increase of 20% over January and our January, 1928, sales equaled those of January, February and March, 1927. Business with us is good."

Owen D. Young Speaks on Arbitration In New York

G.E. Board Chairman Addresses American Arbitration Association at Hotel Astor

NEW YORK, N. Y.—On March 15, Owen D. Young, chairman of the boards, General Electric Company and of the Radio Corporation of America, addressed the Amer-

ican Arbitration Association at the Hotel Astor, at a luncheon given in appreciation of the contribution made to arbitration by the late Anson W. Burchard, former president of the International General Electric Company and first president of the association.

This marks one of the few public appearances of Mr. Young this year. Other speakers were Julius H. Barnes, former president of the United States Chamber of Commerce and Lucius R. Eastman, president of the New York Merchants Association.

Boyd With Metal Specialties

CHICAGO, ILL.—Carl D. Boyd has joined the Metal Specialties Manufacturing Company as general sales manager. Mr. Boyd has been associated with the Kellogg Switchboard and Supply Company as chief sales engineer, with the Southern Electrical Supply Company as president, radio sales manager of the French Battery Company and is well known for his more recent position of member of the board, Radio Manufacturers Association.

Boston Office for Ideal Commutator

SYCAMORE, ILL.—The Ideal Commutator Dresser Company of Sycamore has opened a New England office at 182 Purchase Street, Boston, Mass., and has placed competent sales engineers in charge. New sales appointments in other cities are: C. B. Keck, 1565 Rydalmount Road, Cleveland Heights, Ohio; F. D. Lawrence Electric Company, Cincinnati, Ohio; O. T. Hall, 432 Calvert Street, Baltimore, Md.; G. A. Brewer, New Haven, Conn., and DeMoss-Fox & Company, 320 Beaubien Street, Detroit, Michigan.

P. G. and E. Company to Sell 4,700 Ranges In 1928

Plans Million Dollar Sales Budget On Household Electrical Appliances. Puget Sound Power Will Also Feature Ranges

A million dollar sales budget has been announced for the coming season by the Pacific Gas and Electric Company, San Francisco. The quotas of the various appliances to be sold during 1928 are as follows:

4,700 electric ranges.
2,400 electric water heaters.
5,500 heavy duty air heaters.
8,000 auxiliary air heaters.
262,000 Mazda lamps.
10,000 kitchen lighting units.
5,000 portable indirect lamps.
2,500 bedroom lamps.
3,600 Duplexlights.
3,600 lamp kits.
12,000 electric refrigerators to be sold through dealers.

A sales force consisting of 30 electric range salesmen, 5 commercial cooking and heating salesmen, 39 auxiliary electric heating salesmen and 12 rural domestic salesmen will be employed in securing this business.

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"We sold over 8,000 ranges in 1927," says H. J. Gille of the Puget Sound Power and Light Company of Seattle, Wash., "and our quota for 1928 is 10,000 ranges." In addition the Puget Sound Company plans to sell 1,800 refrigerators during 1928 and water heaters in a number not yet decided upon. The sales in water heaters on the company's lines during 1927 amounted to 1,700 heaters.

Rex Gets 'Em Up Before Breakfast

NEW YORK, N. Y.—“Another slice of toast for the salesmanager, please.” “Hey, you’ve had your quota of coffee, old man.” “Eggs? No, thanks, I never eat a heavy meal before canvassing.” All this palaver, and more you might have heard, had you been at the Hotel Commodore before 8 a.m., on the morning of February 28th. For Rex Cole, metropolitan distributor for the “G. E.” refrigerator, believes in holding his sales get-togethers in the wee sma’ hours of the morning before respectable milkmen, even, are abroad (or aboard).

Rex had a fair-to-middlin’ crowd at the Hotel. More than 300 members of the retail sales force attended and absorbed sales stimulants with their coffee. Several General Electric Company executives left their warm beds to attend.

Rex says that the modern method of getting a sales organization before breakfast is finding favor with the large corporations as well as in the White House.

Electrical Show “Down on the Delta” Is Huge Success

Exposition Staged Last Month by New Orleans Public Service and Local Electrical Dealers
Attracted 60,000 Per Day

NEW ORLEANS, LA.—60,000 people a night attended the Louisiana Electrical Exposition held at the Delgado Trades School in the “Crescent City” during the week of March 5 under the direction of the New Orleans Public Service Company and local electrical dealers. Exhibits were shown which had been used at the Sesqui-Centennial Exposition in Philadelphia and more than 40 electrical appliance manufacturers and local dealers exhibited merchandise.

The expense of the exposition was borne jointly by exhibitors and the Utility, New Orleans Public Service putting up one dollar for every dollar raised. The total subscription for the show amounted to somewhat over \$9,000. The committee arranging the exposition was as follows: W. E. Clement, general chairman, commercial manager, New Orleans Public Service Company; Lyman C. Reed, vice-chairman; H. B. Flowers, advisory chairman, president, New Orleans Public Service Company; Frank G. Frost, ex-officio; N. J. Elgutter, finance committee, president, Rex Electrical Company; Ben Willard, local manager, General Electric Company; S. J. Stewart; Leo Hirsch, president, Electrical Supply Company; W. T. Hess; Col. Ch. H. Churchill.

His Hobby's Horses



Guy P. Norton is as much at home in the saddle as in the vice-president's chair at The Miller Company, Meriden. Under Norton's able direction the Duplex-a-lite Division catered to an easy 49 per cent sales increase in 1927. He has just been elected a director of the company.

Premier Sales Appointments

CLEVELAND, OHIO.—R. B. Wilson, sales manager for the Electric Vacuum Cleaner Company, has appointed two new assistant sales managers, M. R. Sutherland and Harry C. Hahn. Mr. Sutherland is responsible for the personnel in the field organization. Mr. Hahn is responsible for trade relations and is essentially a contact and sales promotion man. He will have on his staff three regional representatives known as managers of trade relations. These men are Otto Best, Jr., New York; Walter J. McCord, Jr., Cleveland, and G. L. Lord, Chicago. V. M. Cannon has been appointed assistant to the sales manager in charge of sales correspondence and all office details of the sales department.

Cleveland League Spent 15 Cents of Each Dollar to Popularize Refrigeration

Annual Report Indicates That Almost Equal Amount Went Into Promotion of Better Lighting

CLEVELAND, OHIO.—In its annual report for 1927, just prepared, the Electrical League of Cleveland indicates that approximately 15 cents of each League dollar available was spent to promote interest in electric refrigeration. The statement continues:

To promote Appliance sales.	\$0.2035
For Entertainment	.0099
For Education Exhibit	.0368
For Furniture and Equipment	.0079
To Encourage Use of Industrial Equipment	.1025
To Sell More and Better Lighting	.1338
For Publicity about the Uses of Electricity	.0361
To Popularize Domestic Refrigeration	.1486
To Stimulate Interest in Adequate Wiring	.1085

For Women's Division	.0027
General Expense (Rent, Salaries, Printing, Telephone, etc.)	.2097
Total	\$1.00

The report further states that \$51,524.59 was spent for advertising purposes, that 8,075 column inches of publicity were obtained during the year and that Cleveland League electrical exhibits had been seen by 10,164 people. Twelve thousand promotional booklets were mailed to 4,153 people who took out building permits in 1927. 212 architects were contacted on the subject of electricity and electrical appliances. 541 building contractors were told the store of better wiring. 199 range users were called upon by League representatives to insure satisfaction of customers using the appliance. 28 contractors and dealers used the bookkeeping service offered and prepared by the League.

Thor in Canada

TORONTO, ONT.—The Hurley Machine Company has organized the Thor Canadian Company, Ltd., for the manufacture and distribution of Thor products in Canada. F. H. Chapman is president of the organization and J. F. Terry vice-president in charge of Canadian sales. Mr. Chapman is a native of Canada and has been identified with the distribution of Thor products north of the lakes for more than 15 years.

P. M. Simpson in Greensboro

GREENSBORO, N. C.—The Carolina States Electric Company, with headquarters at Charlotte, N. C., has placed P. M. Simpson, formerly with Tower-Binford of Richmond, Va., in charge of its Greensboro branch office as manager. Miss Margaret Heaton will continue in charge of credits and accounting.

Belmont Gets L. C. Sarles

MINNEAPOLIS, MINN.—L. C. Sarles, who has been with the Minneapolis General Electric Company and with the Northland Electric Supply Company, has been engaged in a sales capacity by the Belmont Corporation of 316 South 3rd Street. The company has recently added the Hart & Hegeman line of wiring devices to its lists.

Behnke With Standard Stove

TOLEDO, OHIO.—The Standard Electric Stove Company has appointed J. D. Behnke, who formerly covered western Missouri, Kansas, Oklahoma and southern Nebraska for the Commercial Electrical Supply Company of St. Louis, representative in the same territory.

Delta-Star in Chicago

KANSAS CITY, MO.—The Delta-Star Electric Company of Chicago, manufacturer of unit type high tension equipment has opened a Kansas City office in charge of L. C. Hitzeroth who has been transferred from the sales-engineering division of the factory.

Power Company Employees—Get Those Ideas On Paper Now!

Electric Light and Power Company Employees Papers Must Be Filed With N.E.L.A. by May 1 To Participate in Awards

NEW YORK, N. Y.—N.E.L.A. prize awards to electric light and power company employees' papers on subjects relating to the solution of utility problems must be in the hands of the secretary of the N.E.L.A., 420 Lexington Avenue, by the first of May.

The awards for 1927-1928, to be made at the 51st annual convention of the association in June, at Atlantic City, are:

JAMES H. MCGRAW PRIZE

—Cash awards of two hundred and fifty (\$250) dollars, one hundred (\$100) dollars, donated by James H. McGraw, president of the McGraw-Hill Publishing Company, for the three best papers on any engineering or technical subject relating to the electric light and power industry.

DOHERTY PRIZE—A gold medal donated by Henry L. Doherty, president of H. L. Doherty & Company, for the best paper on any subject relating to the electric light and power industry.

HARRIET BILLINGS PRIZE

—A cash award of fifty (\$50) dollars donated by W. C. L. Eglin, vice-president of The Philadelphia Electric Company, in recognition of Miss Billings' services to the association as secretary in its early days, for the second best paper on any subject relating to the electric light and power industry.

H. M. BYLLESBY PRIZE—Cash awards of two hundred and fifty (\$250) dollars, one hundred and fifty (\$150) dollars, and one hundred (\$100) dollars, donated by H. M. Byllesby & Company, in memory of H. M. Byllesby, for the three best papers showing how to increase the usefulness of the accountant in the public utility industry.

MARTIN J. INSULL PRIZE—A cash award of two hundred and fifty (\$250) dollars donated by Martin J. Insull, president of the Middle West Utilities Company, for the best paper dealing with public relations in the electric light and power industry.

ARTHUR WILLIAMS PRIZE—A cash award of two hundred and fifty (\$250) dollars donated by Arthur Williams, vice-president of the New York Edison Company, for the best paper on any commercial subject relating to the electric light and power industry.

FRANK W. SMITH EDUCATIONAL PRIZE—A cash award of one hundred (\$100) dollars donated by Frank W. Smith, vice-president of the United Electric Light and Power Company, to the person making the most creditable showing in the educational courses provided by the National Electric Light Association.

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